FOR THE COIN-OP ENTERTAINMENT INDUSTRY

January 1988

PLAY METER

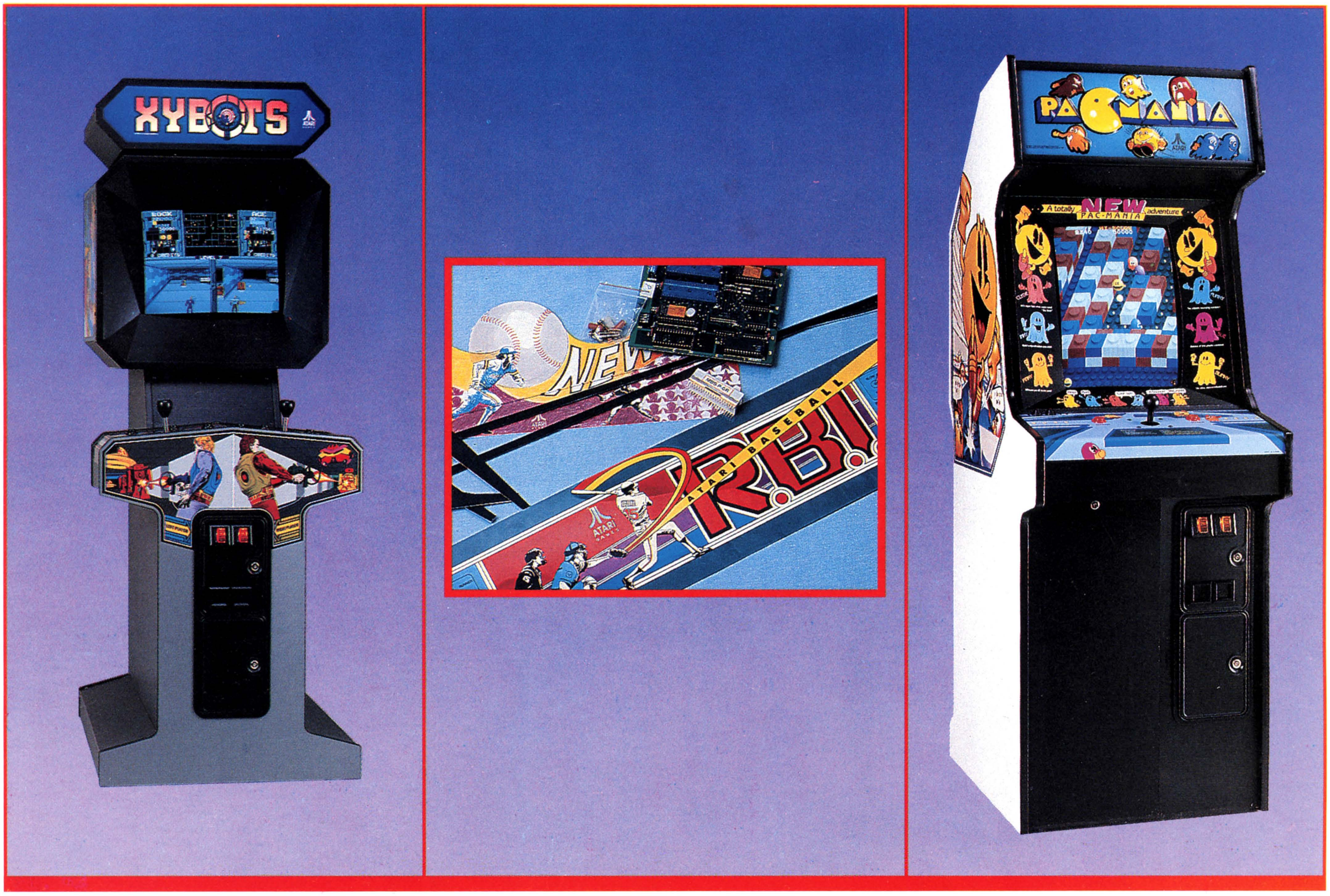
VOLUME 14, NO. 1

PLAYMETER
DIRECTORY
PLAYMETER DIRECTORY

[redacted]

DIRECTORY AND STATE OF THE INDUSTRY

“A WINNING COMBINATION


XYBOTS
NEW
ATARI BASEBALL
R.B.I.
ATARI
PAC-MANIA
A totally NEW adventure
PAC-MANIA

Have you found the magic formula for picking the right product? It's no easy task these days with the different types of players in your locations. Atari Games is making it easier for you to decide . . . we've got a line-up that offers something for all your locations.

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GAMES

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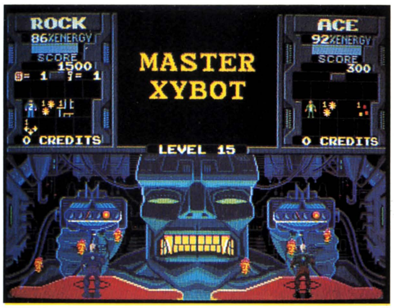
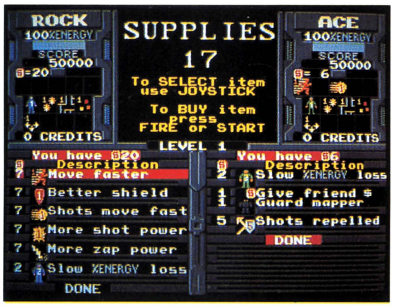
Nintendo®, VS. System®, VS. UniSystem®, and VS. DualSystem® are registered trademarks of Nintendo of America Inc. Licensed exclusively for play on the VS. System by Nintendo.

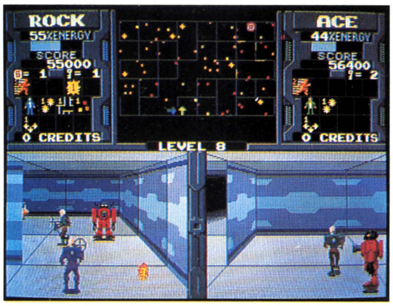
YOU DON’T WANT TO MISS”

XYBOTS™: They won’t get bored with this one!

Xybots stands out in the crowd as well as in the collections. It’s an innovative first-person maze adventure game where the players do battle against berzerk robots. For the first time, players have a 360° view of the playfield by using a unique control that lets them turn in any direction. The two-player simultaneous play, add-a-coin, and level select features keep the quarters coming.

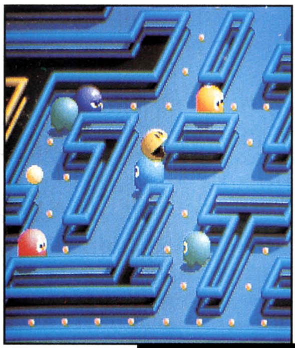

ROCK
86%ENERGY
SCORE
1500
0 CREDITS
MASTER
XYBOT
LEVEL 15
ACE
92%ENERGY
SCORE
300
0 CREDITS

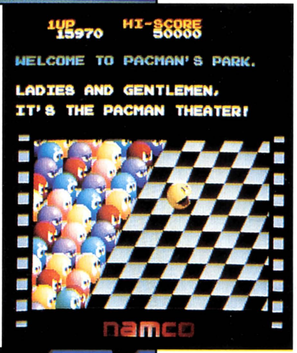

ROCK
100%ENERGY
SCORE
50000
0 CREDITS
SUPPLIES
17
To SELECT item use JOYSTICK
To BUY item press FIRE or START
LEVEL 1
ACE
100%ENERGY
SCORE
50000
0 CREDITS
You have 820
Description
Move faster
Better shield
Shots move fast
More shot power
More zap power
Slow %ENERGY loss
DONE
You have 86
Description
Slow %ENERGY loss
Give friend $
Guard mapper
Shots repelled
DONE


ROCK
55%ENERGY
SCORE
55000
0 CREDITS
LEVEL 8
ACE
44%ENERGY
SCORE
56400
0 CREDITS

PAC-MANIA*: Ready for a new generation of players!

Our famous friend is back to challenge the original fans and to recruit a new following. Colorful 3-D graphics and a “bounce” button add a whole new dimension to game play. There’s a lot of hungry players out there . . . and Pac-Mania is the game they’ve been waiting for. Best of all, players young and old will love this one.

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IT'S THE PACMAN THEATER!
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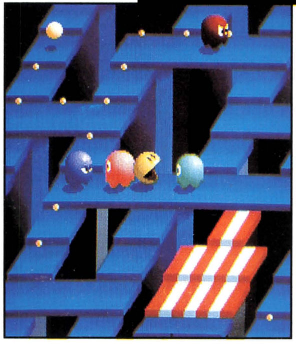
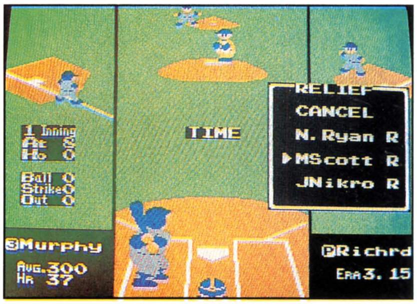


VS. R.B.I. BASEBALL*: Top kit for the Nintendo VS. System!

This is big league baseball at its best. Pick one of ten Dream Teams, each with a roster of baseball greats. It’s like real baseball because skill characteristics and statistics are based on actual player performance. Proven collections make this game the investment of the year. And to top it off, it’s a kit for any VS. System.

For more information about these games, ask your Atari Games distributor.


RELIEF
CANCEL
N.Ryan R
MScott R
JNikro R
TIME
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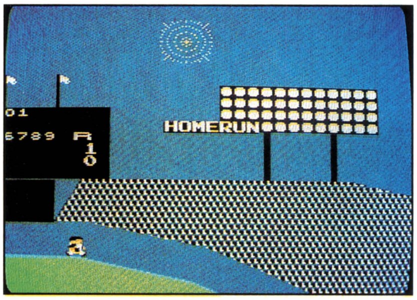
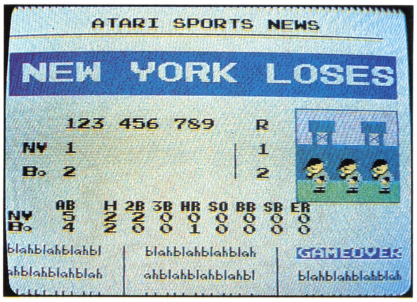
Ball 0
Strike 0
Out 0
Murphy
AVG.300
HR 37
Richrd
ERA3.15




ATARI SPORTS NEWS
NEW YORK LOSES
123 456 789 R
NY 1 1
Bo 2 2
AB H 2B 3B HR SO BB SB ER
NY 5 2 2 0 0 0 0 0 0
Bo 4 2 0 0 1 0 0 0 0
GAMEOVER

NEWS BULLETIN

..........What do you think of when you think of Super Bowl XXII? The Saints, the 49ers, the Oilers, the Browns, the Broncos, Rowe? Rowe? Yes, I said Rowe. During half-time, there will be a 25-foot replica of Rowe's R-92 jukebox strategically located on the 50-yard line during a musical extravaganza featuring Chubby Checker and the Radio City Music Hall Rockettes! Visible to the 140 million TV viewers, this jukebox will serve to remind everyone that the jukebox is a vital part of our way of life. This year is the 100th anniversary of the jukebox and, hopefully, the announcers will acknowledge it. "This is an opportunity for the entire jukebox industry," noted Rowe's Jerry Marcus. "It's a chance for the industry to enhance its image. Everyone involved at every level should be tickled to death by this."

Many Rowe distributors are going to sponsor Super Bowl parties where operators will get a chance to win a Rowe R-92 phonograph. Call your local Rowe distributor to find out how you can participate. ....

..........Technos Japan announced the opening of a U.S. office called American Technos. The company has developed such hits as *Double Dragon* and *Karate Champ* which it licensed to Taito and Data East respectively. Keiichi (Ken) Iwamoto, who was the president of Data East U.S.A. when it opened in the U.S., will be the president of American Technos. Aldo Donnaloia, who was hired by Mr. Iwamoto at Data East, will become the vice president of sales and marketing. Donnaloia was most recently with Capcom and also worked previously at Nichibutsu and Universal. Donnaloia said that the company intends to continue to license its games to other companies until there is an upturn in the market. "We feel that having an office in the U.S. will enable the company to understand the American market and therefore develop games that will be geared toward that market. Mr. Iwamoto feels that right now there are too many games and too many manufacturers and not enough dollars for operators to spend. Therefore, our goal is to help existing manufacturers with top product." The company's new address is 10101 Parlett Place, Cupertino, Calif. 95014. The phone number is (408)446-3191. ....

..........To fill the position at Capcom vacated by Aldo Donnaloia, Capcom has hired Brian Duke, formerly with Nintendo. Duke worked with Capcom's sales manager Bill Cravens at several companies including Universal and Nintendo. Duke said he enjoyed working with the people at Nintendo but this was a chance for a little less travel. "The position at Nintendo required a lot of traveling and I know they couldn't change that for me. This position at Capcom will enable me to spend a little more time at home," he said.

In addition to Duke, Capcom has hired Paul Weiderander and Pat Walton. ....

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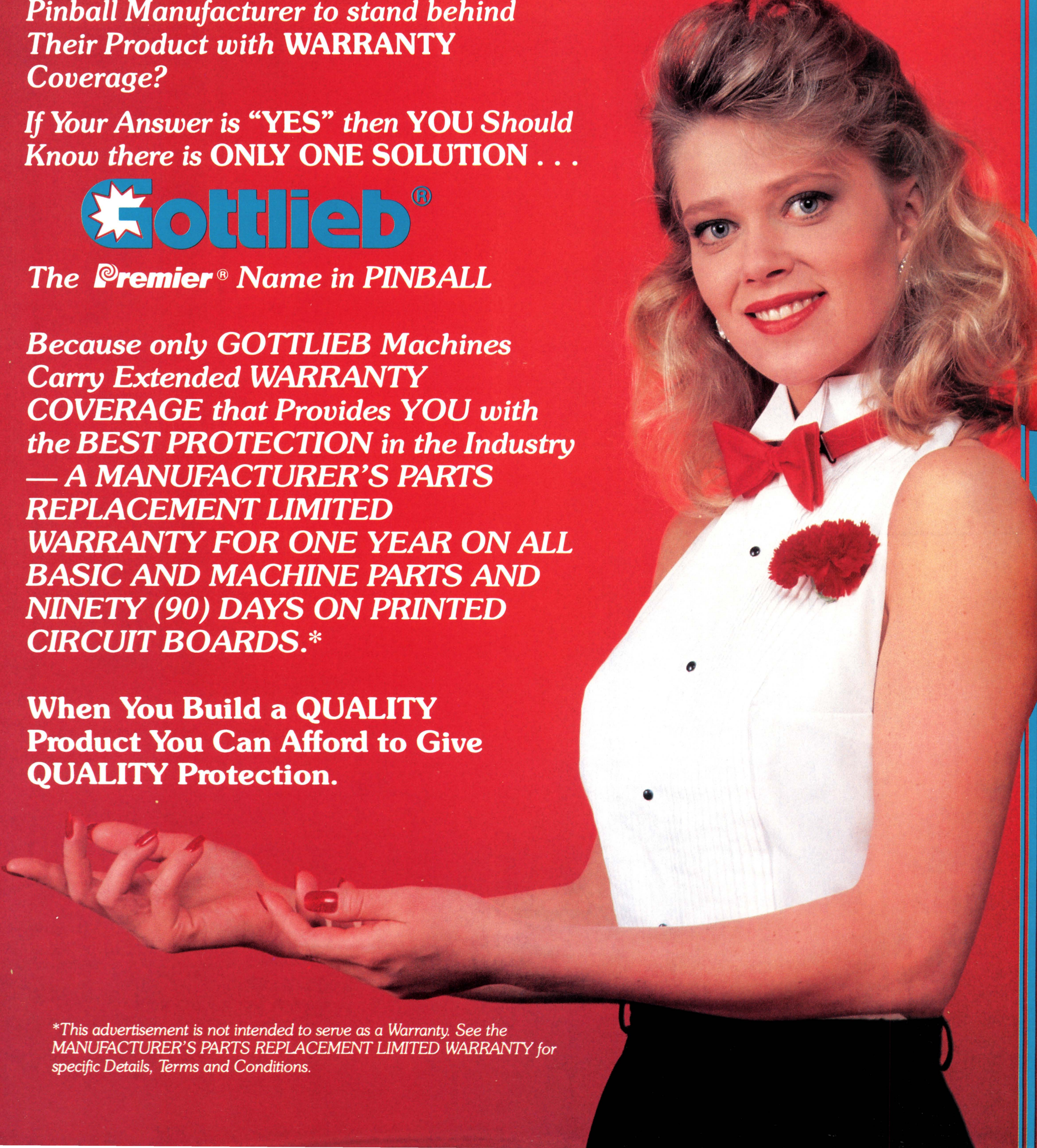

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★ Open Doubles ★	301 Open In/Open Out	$2,000 Top Prize	$5,000 Total Prizes
★ Womens Doubles ★	301 Open In/Open Out	$2,000 Top Prize	$5,000 Total Prizes
★ Mixed Doubles ★	701 Open In/Double Out	$2,000 Top Prize	$5,000 Total Prizes
★ Open Singles ★	Cricket	$2,000 Top Prize	$5,000 Total Prizes
★ Mixed Doubles ★	Cricket	$2,000 Top Prize	$5,000 Total Prizes

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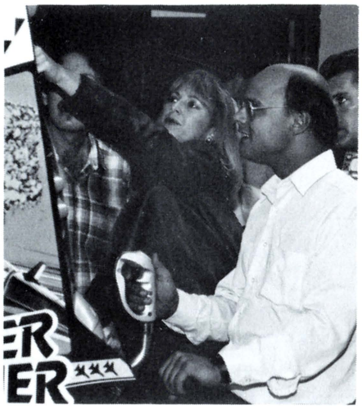
PLAY METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO. 1 CONTENTS JANUARY, 1988

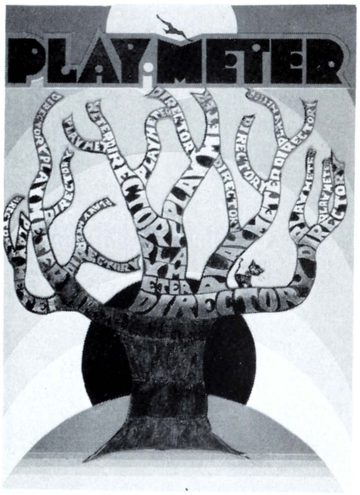
FEATURES



PAGE 42

A Serious Collection of Open Houses 42

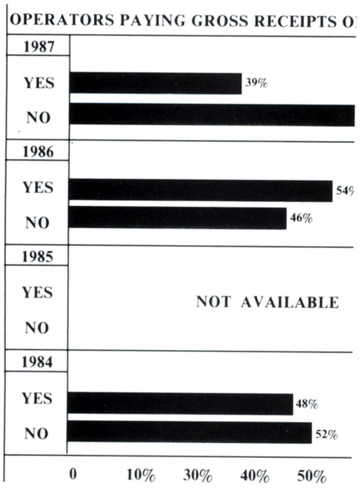
After the major trade shows of the year most distributors plan open houses for operators who were unable to attend and for operators that just want to chat with other operators or take a closer look at the equipment. Here is a special color section of open houses held after the November AMOA.



PAGE 63

Play Meter's Annual Directory 63

We have compiled what we think is the most comprehensive listing of manufacturers, distributors, support/supply companies, and associations that you will be using throughout the year. A phone book dedicated to our special coin-op industry chock full of ads to keep companies' names in your mind all year. Use it often with our compliments.



PAGE 159

State of the Industry: Cautious Optimism as Collections Rise 159

Operators reported higher collections on almost all types of equipment. They purchased more games and were more optimistic about the industry than in past years. This report shows the current state of the industry and how it has improved over last year.

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Cover: Credit our graphics designer Margret Vincent for an excellent interpretation of Play Meter's position in the coin-op amusement industry. Originated by an operator with operator needs in mind, Play Meter is the primary source of industry news, technological advances, and business management. Appropriately, this is a combination Directory/State of the Industry issue that is a valuable handbook of who's who and what's where, along with a concise report on the condition of our bank accounts.

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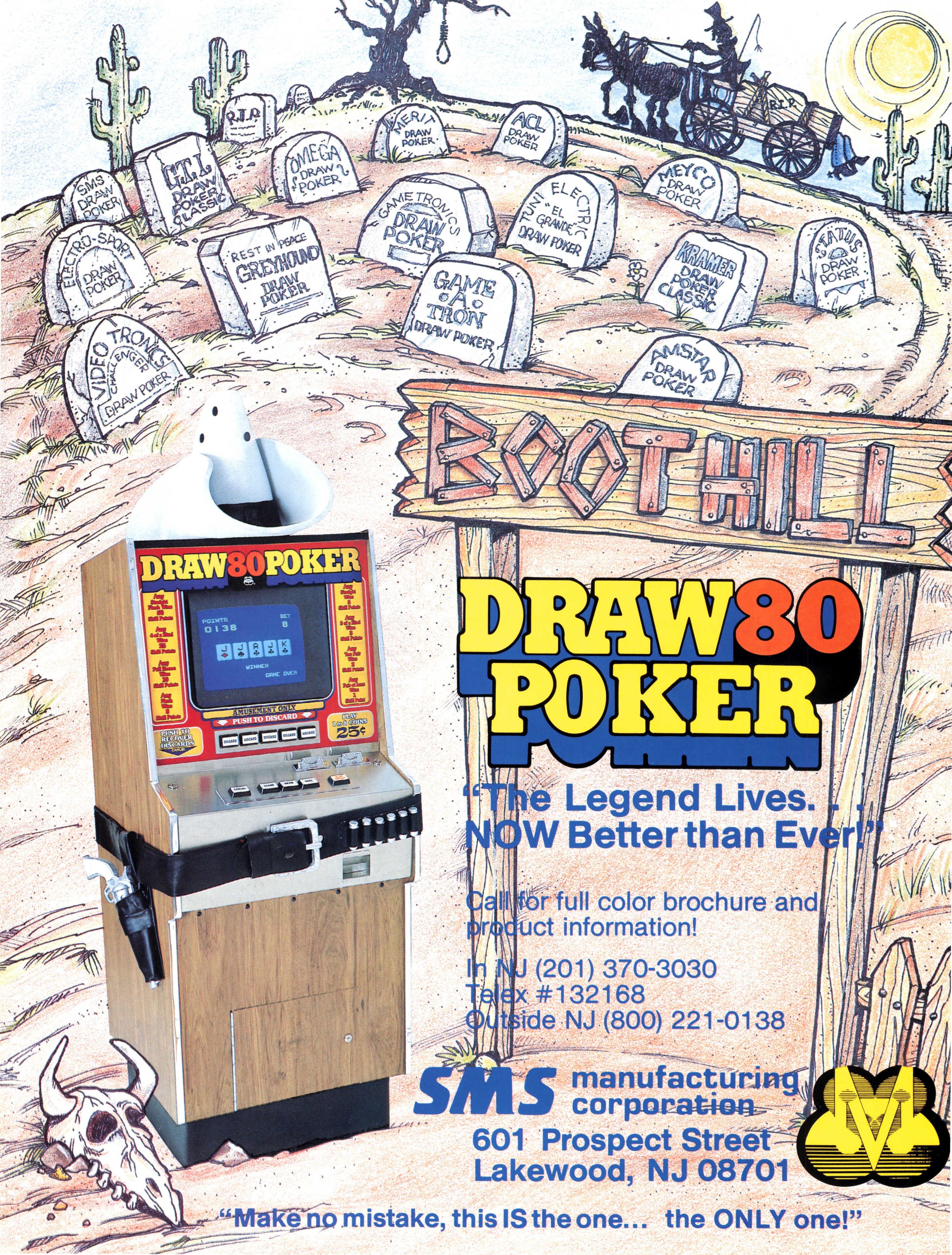
R.I.P.
SMS DRAW POKER
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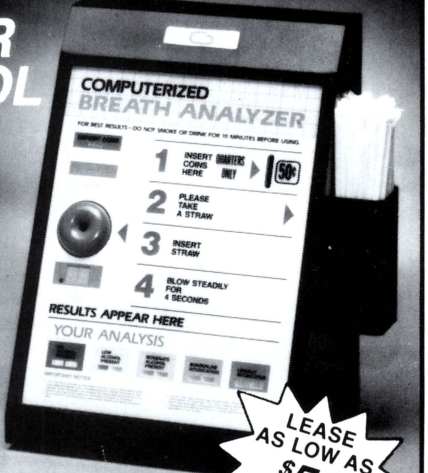
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LETTERS

Wrong Distributor Named

In your November issue, you state that Birmingham Vending is the authorized dealer of Rowe products in Mississippi. This is not true.

Rowe-Memphis is the authorized Rowe distributor in North Mississippi while Coin Machine Distributors, Inc. is the Rowe distributor for the southern part of the state.

I trust that you will make a correction in your next issue.

Thank you.

Ron Harris
Rowe International, Inc.
Memphis, TN

I would like to point out a glaring mistake in your November issue. On page 61 you state that Birmingham Vending is Rowe's only authorized dealer for Mississippi, this is not true. The facts are that Coin Machine Distributors, Inc. is the only authorized distributor from Jackson and all points South, while Rowe-Memphis is the only authorized distributor in Northern Mississippi. Birmingham Vending is not authorized to sell Rowe products in Mississippi at all. I will expect a correction in the next issue.

This is not to disparage my friend and colleague Al Toronto, who would be the first to agree that a mistake has been made.

You have another mistake on page 32 when you say Rowe has a "CD only" jukebox. The machine is not available and will not be for sometime.

Alexander Kress
Coin Machine Distributors
Baton Rouge, LA

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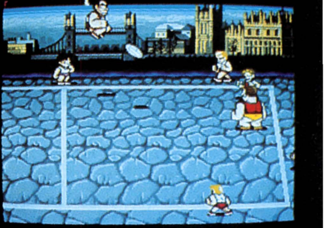
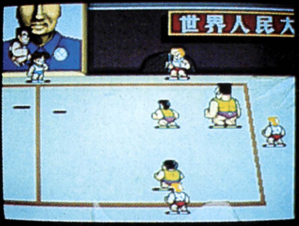
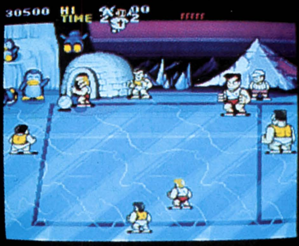


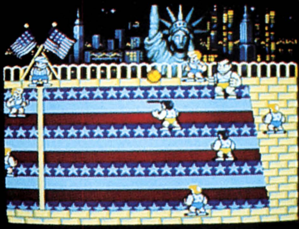
ENGLAND



CHINA



ICELAND



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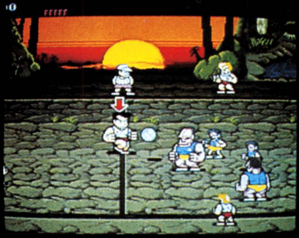
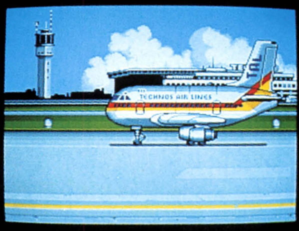


AFRICA



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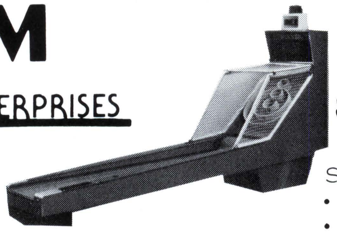

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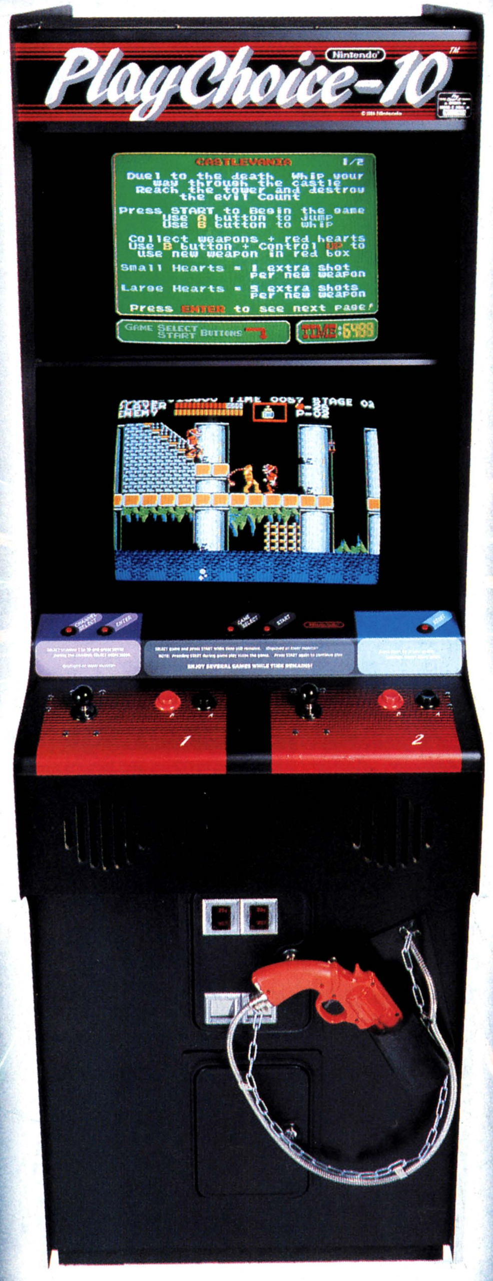

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FROM THE EDITOR

ARE GAMES TOO COSTLY TO BEGIN WITH?

Remember when conversion kits first came into the industry? They were inexpensive, usually costing under $500 and were advertised as a way to spruce up routes using perfectly good cabinets left over from the myriad of games operators bought. Many of the kits came from rather small companies, the larger companies saving themselves for "the real" games. That was fine for a while until the industry giants saw that conversions were really what operators wanted, in fact, was all they bought in many cases. Then the biggies started selling kits. The kits got more and more elaborate. And more and more expensive. Remember the first conversion kit that cost over $1,000? Kits became the staple product, the steady supply of games to operators starving for new games but unable to put out thousands of dollars to buy dedicated.

It took several years for the industry to stablize but it finally did. Operators no longer had tons of cabinets awaiting a face-lift and they were finally in the market for good, really good, dedicated games. Wa-lah! There were manufacturers only too willing to oblige. Operators were tantilized by *Hang-On* and *Gauntlet*. It was, indeed, just what they were looking for. The factories gave them quality--quality play, quality graphics, and quality cabinets.

But then, prices started creeping up, up, and away while quality slipped. And most manufacturers were eager to add their own dedicated to the growing catalog of games available. Unfortunately, if a game didn't quite make it as a dedicated, it seemed soon to be offered as a kit. Operators were mad--especially the ones who unknowingly purchased the game as dedicated and were still struggling to pay for it.

After studying the state of the industry results, I'm convinced that operators are doing pretty well. They are more profitable than has been the case the last several years. But I know they are determined not to get stuck again. Many operators are already vowing never to buy anything that isn't closed out. "Why should I buy a game when I know it will come out as a kit or be closed out," stated a discouraged Illinois operator recently. Operators view this simply as an admission that the games were too high priced in the first place. Each company that closes out a game or puts one out as a kit soon after a dedicated version have extremely good explanations but none really mean much to a disgruntled operator.

Here are just a few comments from typical operators on game prices:

Rudy Bairas, Savannah, GA: "We feel that prices are too high. When it is a good piece you don't mind. In prime locations the dedicated game is still good. But you still need kits to handle secondary type locations."

Bob Havey, Burlington, VT: "The prices are a little high for the quality of the dedicated games being manufactured. Shippers drop the containers on docks and the cabinets crack. Kits are the saving grace of the industry although prices have gotten a little high."

George Ray, Indiana, PA: "We can't do anything about high prices anyway. We just have to pay it. I have not bought too many dedicated games. I am buying more kits."

Earl Rizzo, Vista, CA: "Kit prices are fair but they are coming out with dedicated games that aren't up to par. The trend is back to dedicated games and I am buying more but some of them are in inferior cabinets. Some dedicated pieces are just way too high."

An operator wrote on our recent state of the industry survey form, "The industry is in a post depression trough. It is not improving. It has just stopped declining. All the euphoric comments from factories, distributors, and trade journals are premature. Anyone who listens to them puts themselves at risk of making unwise investments. And that can put you out of business in the long haul."

While I can understand why he feels the way he does, I don't believe things are all that bad. An operator put it like this, "Even as bad as it is, it's still pretty good!" Let's all keep it that way, not just this year but for the long haul.

Valerie Cognevich

Valerie Cognevich
Editor

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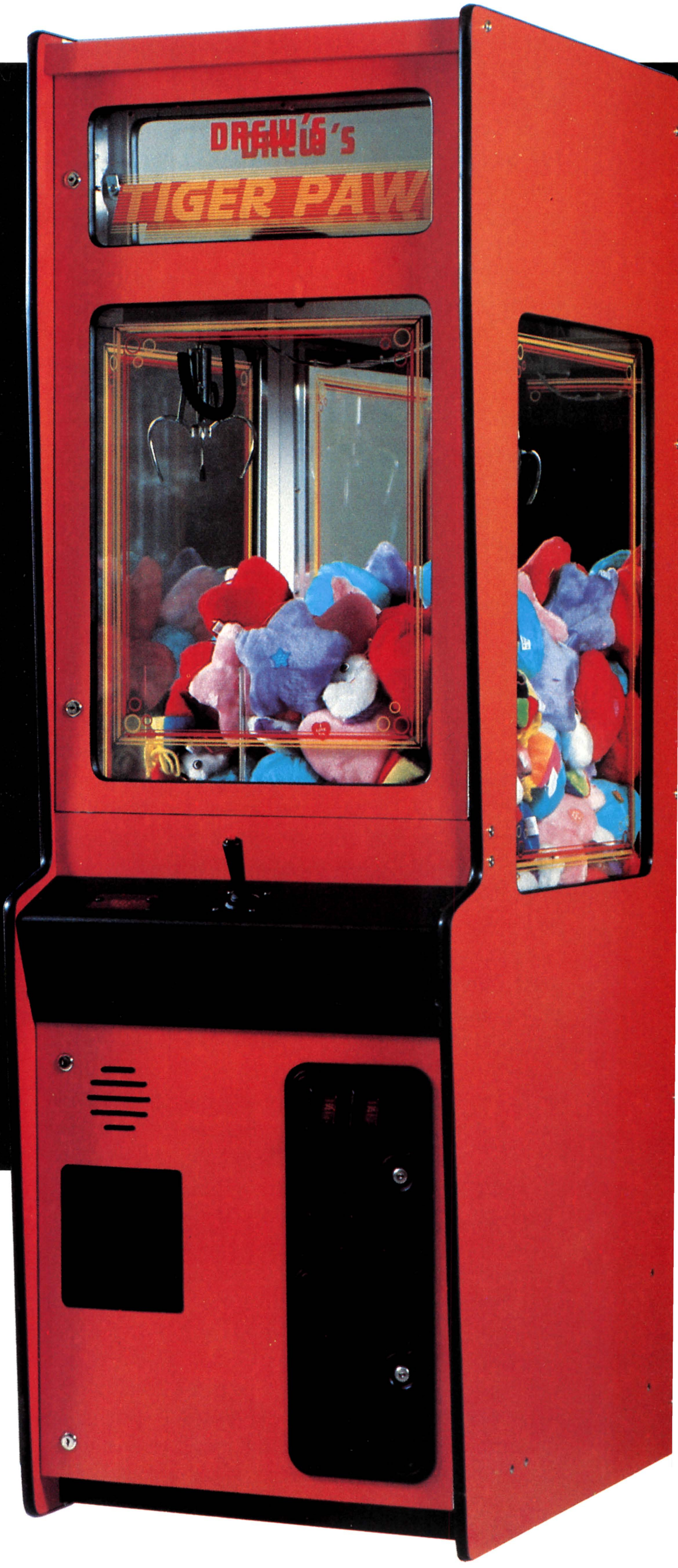

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VIEWPOINT

[Play Meter printed in its December issue a statement issued by AMOA president Dick Hawkins which is referred to in this statement by Frank Ballouz, president of AAMA. We feel it is only fair to hear from the other side on this sensitive subject. Though many operators rallied to Dick's defense during the AMOA, there are those that are upset and concerned that the president of their association had anything even remotely suspicious on his route and feel it makes things even worse for all operators. Frank cares deeply about this industry and anyone who had conversations with him during the show is aware of the agony he was going through because of the circumstances surrounding the raid on D & R Star. It's torturous to be on opposite sides when you are personally involved as Dick and Frank have been in their respective positions. He also has told me that one thing he would like to stress is that going after operators is the only way to stop the demand for copied boards. Ironically, in this same issue we have a guest commentary from an operator who is imploring the manufacturers to come in and confiscate copied games. He is concerned about the same thing Frank talks about--that the legitimate operators are the ones being hurt. It raises the question about whether AAMA, in conjunction with the customs service, will follow up on illegal games as diligently even if the operator isn't president of the operators association. I'm concerned about that, too. I often hear operators complain that they called a certain manufacturer and reported copied games only to see nothing being done. And believe me, these operators are frustrated. If operators have complaints, or know of copied games being operated but are leery about calling AAMA, call Play Meter and we will report it to AAMA. And we will follow up on the action taken. I agree that manufacturers can't blame operators for being discouraged with the situation if they perceive the manufacturers attitude is too casual. However, it is also discouraging to manufacturers when revenue is lost through illegal boards. It only emphasizes the fact that it is an industry problem and everyone must do their share to see that copied games are no longer a hot commodity with a market here in the U.S. --V.C.]

It was revealed to Play Meter by Frank Ballouz, president of AAMA, that AMOA president Dick Hawkins had been warned several months before the AAMA-led customs raid on his D&R Star operating company's premises in Minnesota last October which resulted in a number of games being seized as illegal copies.

Ballouz was defending his association, following the release during AMOA of a lengthy statement by Hawkins criticizing the AAMA/Customs raid and criticizing AAMA motives and priorities.

Hawkins alleged that the move by AAMA's director of industry affairs, Bob Fay, was strictly political due to Hawkins' position as president of AMOA. Hawkins also alluded to political implications in the fact that the raid was timed for only ten days prior to the AMOA show.

Following Hawkins remarks, AMOA issued a statement in which it revealed that AMOA was giving no further statements concerning copied and/or parallel games until a ruling in a pending case concerning parallel imports (the COPIAT Case).

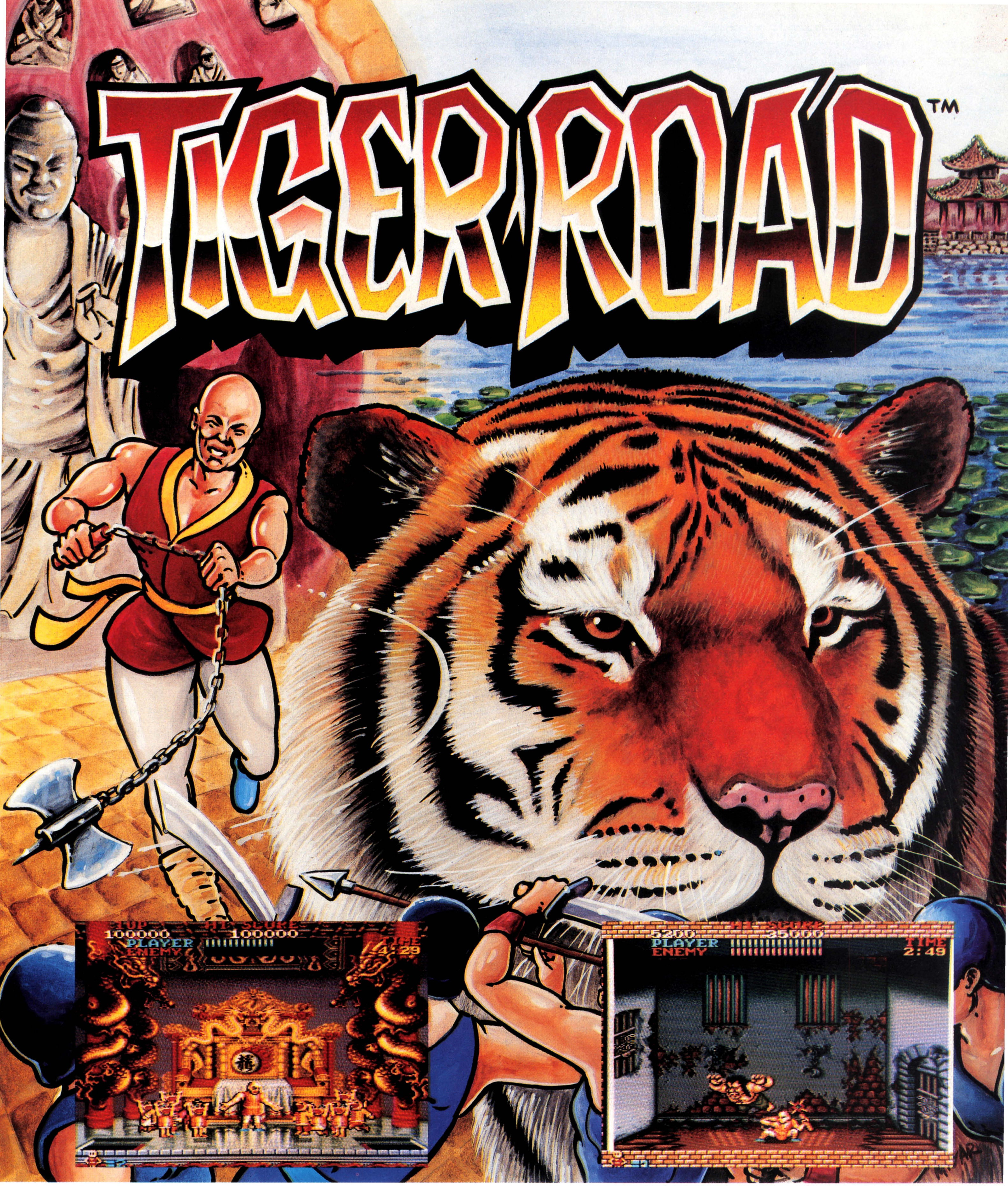
AAMA is on record as emphasizing its reluctance to pursue operators. Stressed Ballouz, "Every operator we deal with on copy and parallel boards are first issued a warning. If the operator agrees to remove the offending games from his route and signs an undertaking that he will not operate any more illegal games, no further action is taken.

Ballouz stated, "In Dick Hawkins' case, we warned him earlier in the year that he was operating illegal games. A later inspection revealed that the games were still in operation. Dick's statement was also misleading when it mentioned his 5,000 games because, in fact, only 1,500 of those are video games. And another thing that needs to be pointed out is that although we reported finding only 18 games, the inspection was not of his entire route. It was merely a representative number so what was found was of that representative number. Dick also emphasizes a later inspection he requested at his expense. However, that inspection was discontinued because Customs agents felt there was a lack of cooperation," said Ballouz.

"Last year, 38 out of 40 cases involving operators were satisfactorily concluded without joint action with the customs service, because the operators removed the offending games and pledged not to use them again. This should prove that the AAMA is not out to persecute operators. We are fighting this battle in Japan and in Korea as well as the United States, among manufacturers and distributors. Now, if we are forced to take to it operators we will.

"I realize that it means we may be prosecuting our own customers, but as an association we have a duty to those operators who conduct their businesses properly. We're not happy about it, but we must do it to protect the legitimate operator who is being placed under undue pressure to compete with illegal products. Why should we turn a blind eye to illegal operating at the expense of the legitimate? The honest operator is losing revenue because he will not break the law."

As an added comment on this subject, AAMA's Bob Fay recently said that there were many more times the number of operators that were contacted and agreed to eliminate the offending games. He added that most complaints about illegal games came from operators themselves. He added that in the majority of cases, operators are given every chance to pull illegal games from their routes, their names are never given out to the trade, and that is the end of it. The only time he said he would take action without first consulting the operator is if there were hundreds of illegal games on the route. Dick Hawkins, Fay said, had the same if not better chance to simply eliminate the games and it would never have gone any further, just like has been the case with so many other operators.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". . . the main purpose behind pursuing copies and parallel games into the routes of operators is to stifle demand . . ."

"When the first warning was given to Hawkins," added Ballouz, "Hawkins said that he could not sign the letter of compliance on the non-operation of copies because of his position within AMOA. We then asked him merely to remove the offending games. We checked the route again later in the year and found that the illegal games were still in operation. The fact that the customs visit came just a few days prior to AMOA is purely coincidental. Naturally, we were aware of the proximity of the show, but for various reasons, the seizure of the games had to take place then or be delayed until after the first of the year."

Ballouz went on to say that the main purpose behind pursuing copies and parallel games into the routes of operators is to stifle demand. If that could be achieved, then the copiers would have no one to sell their products to. He added, "AAMA has been working diligently to stop copies from coming into the U.S. That is our first choice--stopping game entry before investigating on the operator level. Right now, operators are buying illegal games directly from distributors in Canada. There is a meeting set up in Korea in January to discuss the problem and there is a case in Canada that could be to our advantage. We have spent a good deal of time and money to stop these games and we are going stronger than ever on that goal."

Asked why AAMA continues to follow a policy of pursuing copies through the courts all over the world instead of promoting custom chips, Ballouz stated, "We do promote custom chips. We're urging all manufacturers to address the situation. On our last visit to Japan we hope we convinced the manufacturers there who are not using custom chips to invest in the development of these devices.

"Many products today are being developed by the smaller manufacturers, some of whom are under-capitalized and do not have the technical ability or the money to develop custom chips. But we have expressed our belief in the importance of custom chips as a sure-fire way of at least giving some protection to their products."

Regarding Hawkins' assertions that copies are difficult to detect, Ballouz offers the following guidelines:

1. Most games today have the original manufacturers' name embossed on the board. If no name is there, or if the identification is in some way obliterated, then it is possible that the board is a copy or a parallel import.

2. If the edge connector is silver-plated rather than gold-plated it, again, may be a copy or a parallel board.

3. The price is also an indication. If it is only being sold as a dedicated game and you are being offered a kit, then it may be a copy or a parallel board. After all, if a dedicated game costs $2,500 or $3,000 and you're offered a kit for $500, then there has to be a real chance that the game is illegal.

4. Canada is a principal channel through which illegal games reach the U.S. If a game can be sourced in Canada, then the operator should take extra precautions.

According to Ballouz, "The Canadians do not have precise laws on copies and parallel imports, but we have an assurance from the major distributors there that when such a law is implemented, they will abide strictly within its regulations. Recent legal actions in Canada are expected to impact advantageously on our position. There is an active case involving nine individuals and companies charged with fraud. Attorneys for these defendants are awaiting a Canadian Supreme Court decision this month in the Apple Case, which is the basis for the fraud charges.

"If the Apple Case is not reopened for review, the nine defendants will probably enter pleas of guilty in February. This will set a precedent and discourage Canadian companies from trafficking in illegal printed circuit boards. In addition, stronger copyright laws have been drafted in Canada and should become law in 1988."

5. Ballouz cautioned operators to also be aware of sources in the U.S. "We have only around 60 or 70 legitimate distributors in the U.S., and about 30 of them are members of AAMA. You will never be knowingly sold an illegal game by an AAMA member, and it is unlikely that any of the other mainline distributors would sell one either. So if an operator sticks strictly to those distributors with that kind of credibility, they are less likely to be unwittingly duped into operating illegally."

6. And as a final precaution, Ballouz said that legitimate boards have ROMs with a series of numbers or letters while copies normally have one number, one letter, or a number and a letter.

But fail to observe these basic rules, said Ballouz, and it really is a case of "let the buyer beware."

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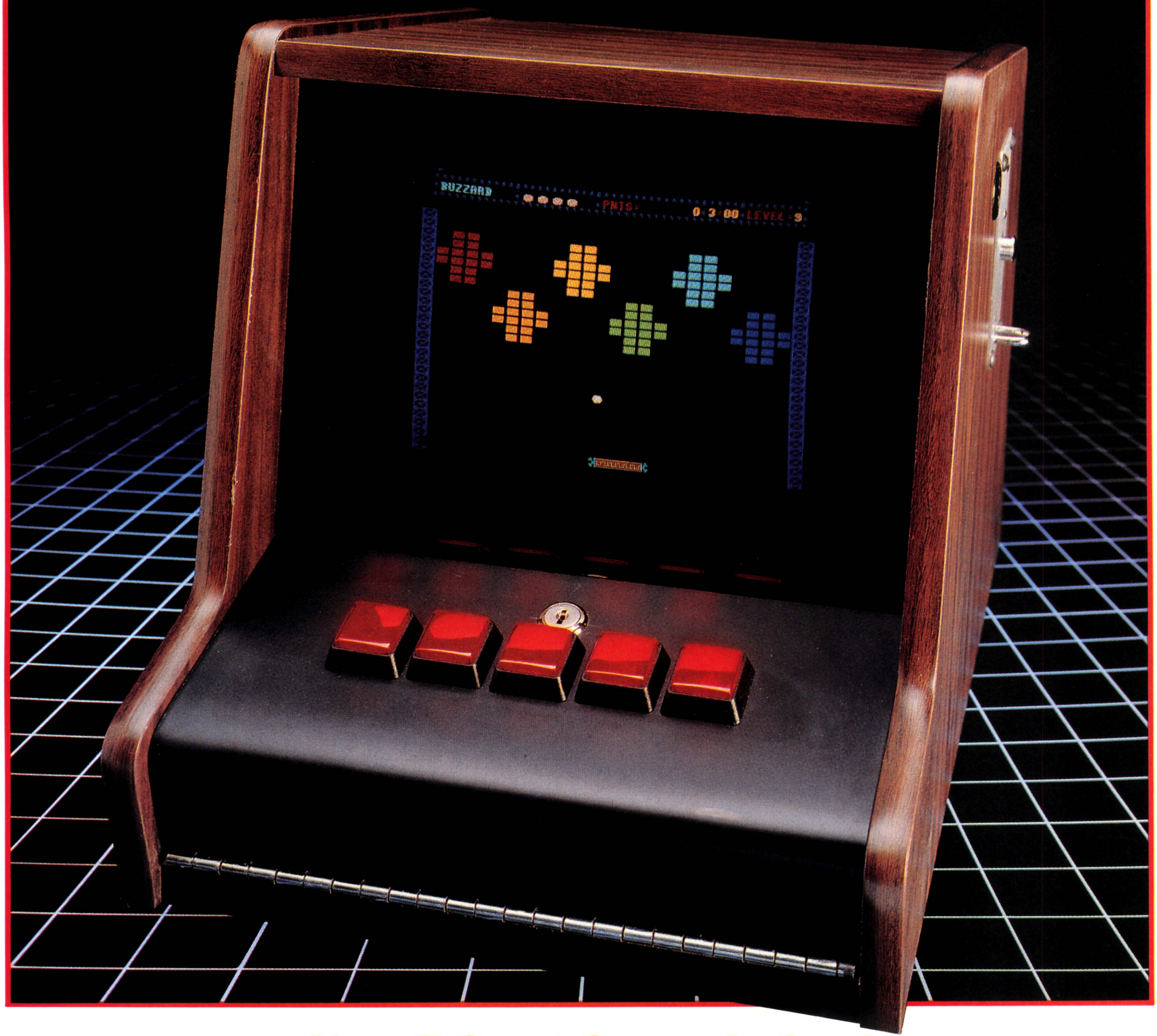

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To join the AMOA National Dart Association an operator must first be a member of AMOA.

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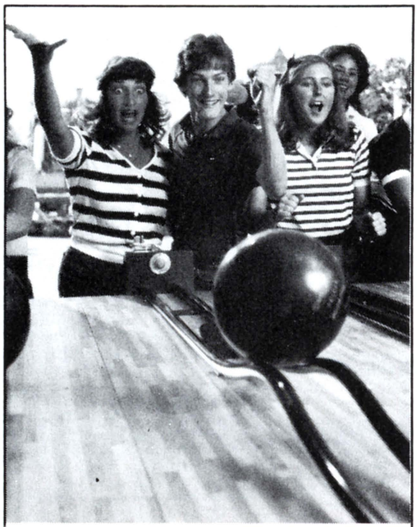

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OPERATORS TALK

Parallels and Copies: An Operator's Opinion

Manufacturers and Operators:

As a distributor of coin-operated equipment for the past six years, I must admit that I am quite excited about the immediate future of our business. All things considered, we seem headed for a very big upturn. The manufacturers, more or less, seem to be paying much more attention to the quality of their product and the testing of their product than they did not too long ago. That's obvious by the relatively few games that turn out to be a bad investment. The game players are responding by playing these new games and operators aren't as afraid to invest in a new piece as many were one or two years ago. Closeouts, while still too frequent, are not the norm as once was the case.

So why write if everything is rosey? Well, remember, I was around back when our business was booming in the early eighties; and armed with those frenzied experiences, I want to share a very valid concern that has been brought to my attention by many of my customers. It is something that threatens our potential upswing to the point of no return. It happened previously, before many of the new operators and representatives at factories were even in the business. I'm talking about parallels and the infamous bootlegs. (I know, I know, not another article on this subject!) But, as long as they exist, someone has failed to get the issues across. Had someone been successful, we wouldn't be seeing so many of them out on location today.

Instead of discussing the moral and/or legal issues surrounding these games, let's instead discuss the implications these games have on the industry. Case in point: An operator puts an *Outrun* in his pizza parlor, and for simplicities sake, let's say he paid full price, $3495. Next month, Mr. X puts a parallel *Double Dragon* next door at Joe's market, which, of course, was much cheaper. In California, this is a very real situation. The pizza operator thinks this is very unfair for two reasons. First, even if he had the $2,300 dollars to buy a legitimate *Double Dragon*, his local distributor has a three-week waiting list. Second, Joe's market is draining the pizza parlor because *Double Dragon* is the new, hot game. What does pizza man do? Play the honest game and wait three weeks, risking the loss of the location because the owner of the pizza parlor is very upset? Or does he purchase a knock-off or parallel at less than half the cost and make everyone happy? What a question to have to answer. But wait, could there be another alternative? Why not just call Taito; they should be anxious to pick up the questionable game. Yes, that would solve a lot of problems--for the operator, that is. It might create one for Taito. But from what I've seen, I feel Taito is creating one for the operator. Why? A number of my customers have, in fact, called Taito. Now, weeks later, the questionable games are still on the street, the operator is reaping the benefits. Meanwhile, the honest operator is suffering. And, perhaps our honest operator has lost his location in the process.

This is a very real scenario, and Taito had better be aware of the implications. I realize that parallel games are still a gray area, and picking them up might prove to be an illegal waste of time. But the knock-offs are a blatant disregard of copyright policy, and even one day should not be wasted in following up on these calls and picking up the bootlegs. Even more disheartening is the fact that most of the operators are willing to purchase the legal games but Taito cannot deliver them.

This puts Taito in a very frustrating position, of course, but I guess I'm more sympathetic towards the operator who is really in a jam. The obvious solution is to have the parallels and bootlegs removed, but if that were possible, I'm sure it would have already happened. The

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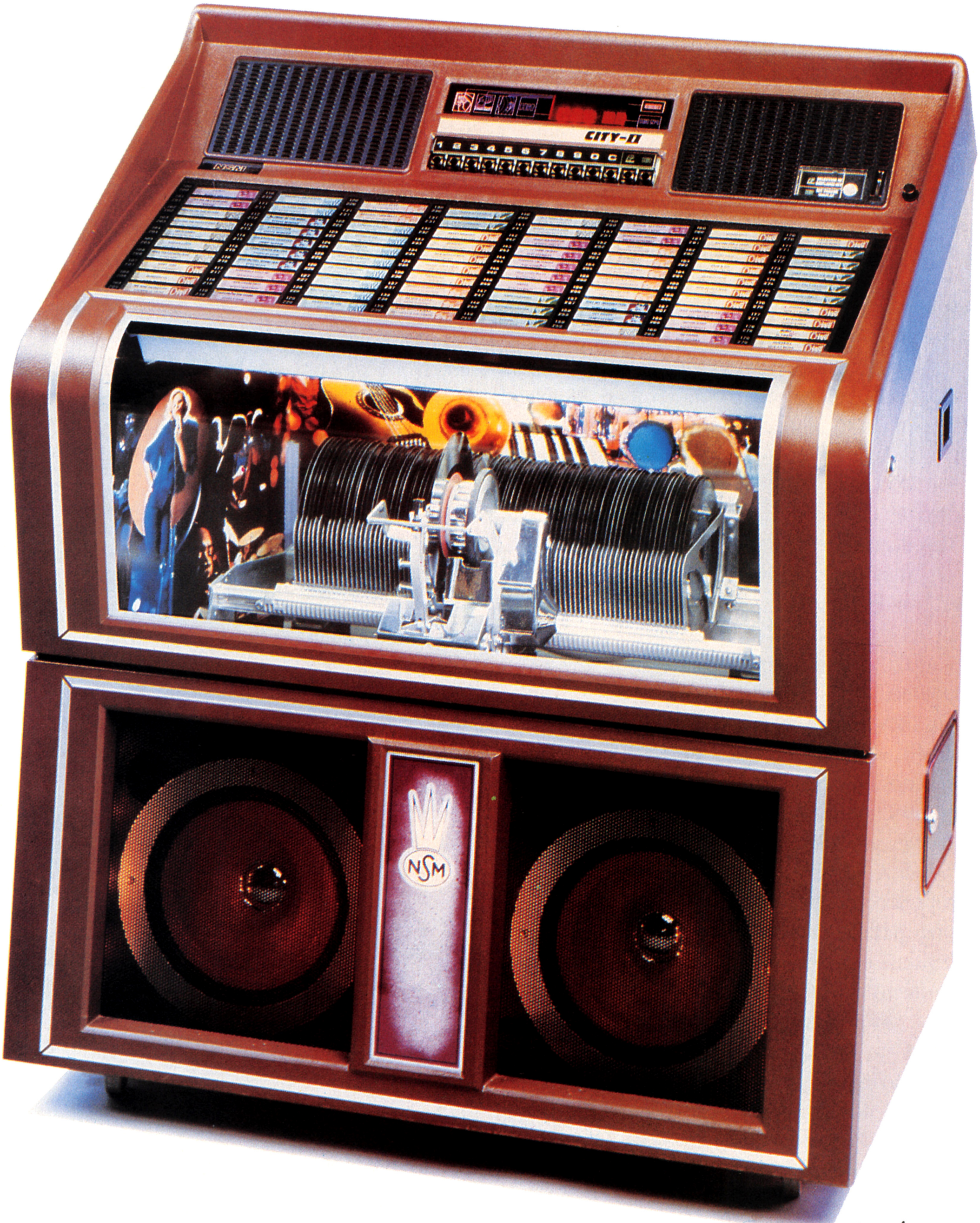
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second alternative is for Taito to have had enough *Double Dragons* to go around. But, again, if that were possible, I'm sure they would have. So, I guess what has prompted this letter more than anything is the fact that the operators are watching Taito very closely, waiting to see how long these copies remain on the market, and even worse, next door to their legal games, if they could acquire one in the first place.

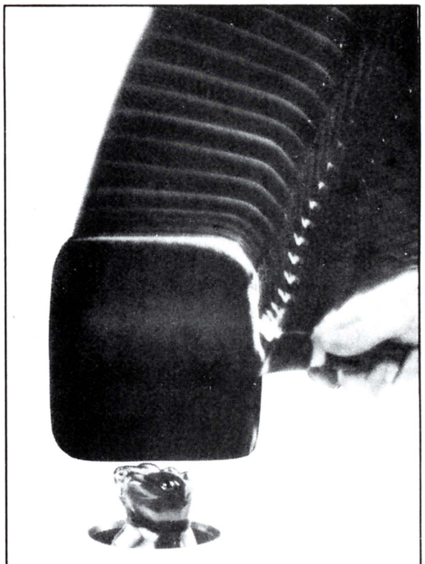
If Taito does not get out there and at least appear to be concerned, a number of my customers are willing to take a chance on parallels in the near future. This is very sad to me. I remember what happened before. The quality of games dropped drastically, and, though this is just a theory of mine, I think that it was due in a large part to the bootlegs taking to much money out of the business. Manufacturers had to design new games on what I'm sure was less than an ideal budget, and the bootlegs were a nail in the coffin. How sad if that happens again. I don't agree with all of the manufacturers' policies, but I do believe that they're entitled to their fair share of profit, as long as they don't forget their responsibilities to the distributors and operators. By not picking up bootlegs, their motives are questioned by operators and, therefore, their loyalty to manufacturers drops accordingly. They will justify purchasing parallels. And I, along with other legitimate operations, will suffer the consequences. Down the line, many operators will leave the business again. I want to be in this business permanently, having spent my youth here, and because I don't support bootleg or parallel games, I may be at risk in the near future.

I have singled out Taito simply because operators have overwhelmingly singled them out. However, all manufacturers have a responsibility in this area, and I know that they are aware of the problem and are probably doing all they can. But it is crucial that some decisions and policies are quickly laid out and the implications are carried out before operators everywhere jump on this bandwagon. If nothing is done, could you honestly blame them?

I know I have not explained to you anything that you didn't already know, but now you may have a better understanding of operators' feelings toward this issue and why they feel this way. To those of you that are new to this business, remember this: bootlegs and parallels will cost you far more in the end. I couldn't count how many operators were forced out of this business because they were insistent on taking short cuts. That's not the way to do things in this business, and I hope you will take this advice, advice that I acquired by watching others fall: Don't run parallel and bootleg games. You will end up paying the difference--one way or the other. Remember also that the manufacturers are the lifeblood of this business. If you cut off their income, yours will shortly follow.

Thank you for your time and concern on this matter! May we grow and prosper together.

John Ridgway
One-Stop Amusement
La Mirada, CA



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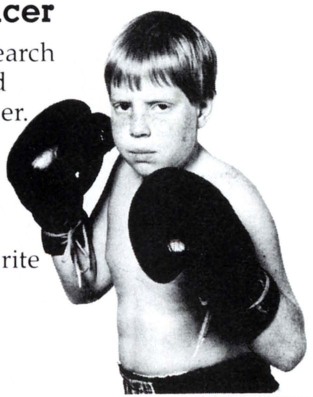
For more information on how you can help give childhood cancer a "black eye," write to St. Jude.

St. Jude Children's Research Hospital
505 N. Parkway, Memphis, TN 38105



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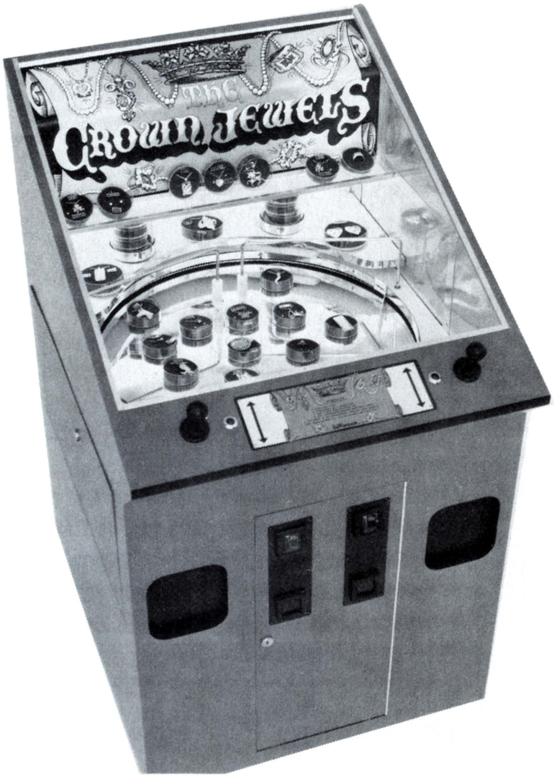

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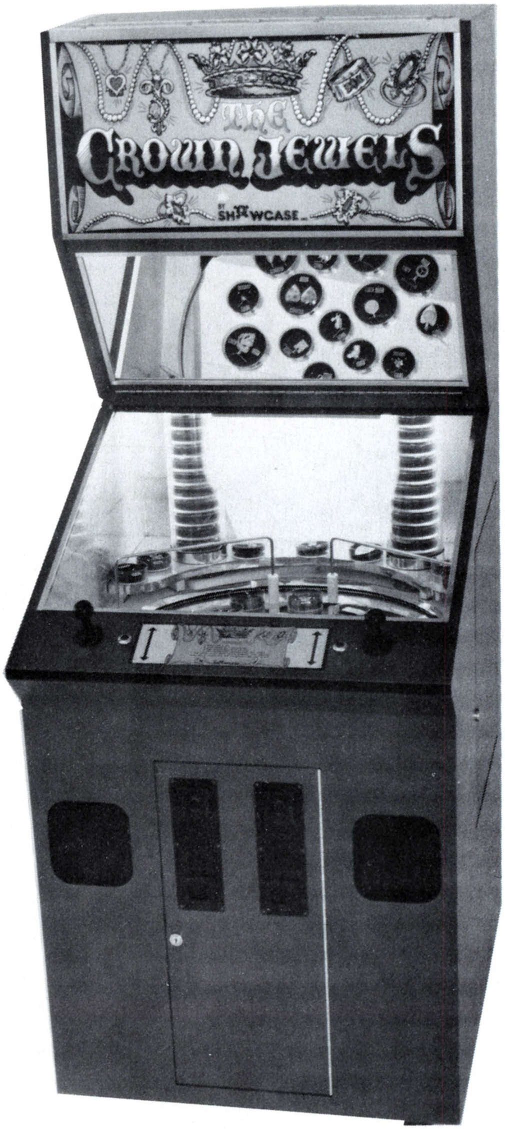

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NEWS

Amusement company wins contract suit

Operators who wonder whether their contracts will hold water when it comes to proving it in court, will be encouraged by Collins Music Company's December 11 victory in court. In 1985 Fred Collins entered into a contract with Star Enterprises, which managed bowling centers in several South Carolina cities. Star Enterprises was the general partner of Spartan Investors Limited Partnership, which owned Star Lanes, a bowling center in Spartanburg, S.C.

Spartan Investors sold the Spartanburg bowling center to Spartan Amusements, which sued Collins alleging that Spartan Amusements was not bound by the contract Collins had with Star Enterprises to allow coin-operated machines to be placed in the bowling center for the five year term of the contract.

Collins, in turn, sued Star Enterprises (which has since dissolved) alleging that it had violated the contract by not furnishing Collins the exclusive rights to the game room for five years. The contract was to be effective through 1989. The court ruled against Star and ordered the company to pay Collins $309,205.54, the predicted amount of revenue Collins expected to receive from the location under the contract terms.

Industry loses vending veteran

Industry veteran Louis Avoglia, vice president of the vending sales division for Betson Enterprises in New Jersey, died on November 8 following a valiant battle against cancer. He was 61.

Avoglia began his 43-year career in the coin-op industry right after World War II when he started as a mechanic for H. Betti Industries. He was one of the company's first employees.

He was active in vending associations throughout his long career and was three times elected president of the Automatic Merchandising Council of New Jersey.

Avoglia is survived by his wife, Vera, and two daughters. He will be sadly

Unicef
Chevenne
ATARI
RoadBlasters
SUPER HANG-ON
SEGA
elf

Management and personnel of Lanjeu, a family-oriented amusement center in Longueuil, Quebec, Canada, recently collected $1,699.92 for Unicef with a balloon promotion. Lanjeu is a division of Lacaille Amusement, Inc. Gilles Lacaille, president of the company, plans to repeat this project again next year.

missed by his family and friends and all his co-workers at Betson Enterprises.

Anyone who would like to remember him in a special way may make a contribution in his name to the American Cancer Society.

Proposed law would devastate cigarette vendors

The Coin Machine Industries Association of New England has issued a legislative alert to all members of the coin-op industry regarding a new bill, introduced in the House of Representatives, that would ban the sale of cigarettes through vending machines.

The bill, H.R. 3658, proposed by Rep. Chester G. Atkins (D-MA 5) is known as the Adolescent Tobacco Education and Prevention Act. It would require that grant funds provided under the Drug-Free Schools and Communities Act of 1986 be used to provide education relating to the use of tobacco products and to prohibit the sale of cigarettes to minors.

The bill was introduced into the congressional record on November 19. In the record Atkins states, "My bill would establish a national standard and it would provide an effective method of denying minors access to cigarettes by limiting all sales of tobacco products to over-the-counter transactions in the same manner in which alcohol is controlled. Every retail establishment selling tobacco products would be required to conspicuously post a sign stating 'The Sale of Cigarettes to Minors is Strictly Prohibited.' One year after my bill is enacted into law, tobacco products will no longer be available from vending machines."

Atkins feels that the ban on sales from vending machines is "crucial to effective enforcement of a sales prohibition to persons under 18."

Penalties for violating this prohibition would be a $250 fine for first offense and $50 for each subsequent one. Anyone violating the requirement of nothing but over-the-counter sales would be subject to a fine of $1,000 or imprisonment for not more than a year, or both, for first offense. If the same individual makes such a sale after conviction, the fine would be $10,000 or imprisonment for not more than three years, or both.

Richard Funk, counsel for the National Automatic Merchandising Association (NAMA), has drafted letters to Rep. Atkins, Rep. Henry A. Waxman (a member of the subcommittee on Health and Environment) and John R. Bolton, assistant attorney general for the Office of Legislative Affairs, strongly objecting to the proposed legislation and detailing its effects on the vending industry.

In several other instances in 1987 where cities have proposed local legislation banning the sale of cigarettes from vending machines in an effort to dissuade teens from smoking, statistics provided by NAMA have conclusively shown that minors are not obtaining their cigarettes from vending units.

CMIA asks all concerned parties to write to Rep. Atkins and their congressmen urging them to defeat this bill. The proper salutation is: The Honorable Chester G. Atkins, United States House of Representatives, Washington DC, 20515.

ACME seminars feature Ross, Fromm

Plans are now set for a full measure of informative seminars at the upcoming American Coin Machine Exposition (ACME) March 11-13 in Reno, Nev. with Charles Ross and Randy Fromm among the technical speakers.

Ross, a favorite speaker at AOE seminars in the past, will discuss Profit Analysis And Cash Flow Management For The Operator. Fromm will host a seminar on monitors and join Todd Erickson and Frank Seninsky in Ask The Experts About Basic Technical.

Also on the docket of seminars will be--Cranes: A Creative Approach; Contracts: What's Right For You; Computerizing Your Business; Condom Vending: Placement, Adjustments, and Inventory; How Today's Operators Can Run A More Profitable Business; How To Select And Secure A Location; Tax Tips; Pinballs: What You Need To Know; and The Jukebox: Past, Present, and Future.

Be sure to schedule a stop at ACME for a springtime update on the latest in equipment and industry trends. For exhibit space reservations or more information, contact William T. Glasgow, Inc.; (312) 333-9292.

Friedman heads Rowe's Customusic

Joel Friedman, vice president of Rowe International, Inc., will now take on the same responsibilities for the company's Customusic division and its line of Nostalgia jukeboxes.

Joel Friedman

Friedman has headed Rowe's Video Jukebox division for the past three years. The Customusic division supplies programmed foreground and background music for restaurants and other locations nationwide.

Rowe Nostalgia jukeboxes feature Rowe's top-of-the-line R-92 phonograph components housed in hand-crafted wood cabinets designed to recall the heyday of the jukebox in the 1940s.

For more information on Customusic and Rowe products, contact Friedman at Rowe International, Inc., 75 Troy Hills Road, Whippany NJ 07981; (201) 887-0400.

Atari files suit

Atari Games Corp. of Milpitas, Calif. filed suit in the Northern District

Court of Illinois on November 3, 1987 against Romstar, Inc., Taito America Corp., and Taito Corp. involving the game *Arkanoid*.

Atari claims that the defendants infringed on the copyrights and practiced unfair competition in the audio visual works of *Breakout* and *Super Breakout*. Included is all copying, reproducing, licensing, selling, distributing, performing, and displaying alleged unauthorized copies of and/or a derivative work based upon the *Breakout* and *Super Breakout* audio visual works under the name *Arkanoid*.

Dennis Wood, senior vice president of Atari Games, stated, "Atari must take a firm stand in this case to protect the copyrights of the company's innovative games."

Vernon Lloyd, general counsel for Taito America Corp., expressed Taito's position and stated, "*Arkanoid* was not copied from, nor derived from *Breakout*. The complaint is entirely without merit. We are confident we will prevail."

Mars restructures

Mars Electronics, manufacturer of coin changers, bill acceptors, and a family of products for data acquisition and communication, has restructured its various worldwide operations to form Mars Electronics International (MEI).

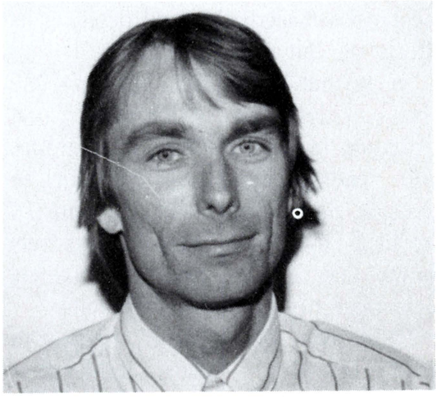
As part of this move, MEI has created a new management team that will focus on providing a wide array of electronic products. The company will continue to focus on the full-line vending and bottling markets.

Terry Bowman, president of MEI, stated, "Our commitment to providing our customers the highest quality electronic products underlies everything we do at MEI. We are confident that the changes we have made will allow us to continue developing timely programs to effectively respond to the dynamics of the transaction electronics marketplace."

In other MEI news, the company has named Len McElhaney as manager of the expanded customer services department. He will be responsible for data entry, technical support, and repair services functions. McElhaney formerly served as national sales manager for MEI and has more than 20 years experience in the vending industry.

Nichibutsu expands

Nichibutsu USA has expanded its operation and added a new customer service department headed by Dave Peckles.



Dave Peckles

Peckles will be responsible for handling all customer service and product information questions. He is eager to help operators with their inquiries and may be reached at (213) 408-0515.

In other Nichibutsu news, the company reports that its newest video, *Terra Force* will be available at distributors on February 1. The game features unique multi-view depth of field and improved graphics and sound.

Nichibutsu congratulates Dickie McCannel, an operator/distributor, and Larrianne Simon of Pride Enterprises, on winning color televisions at the 1987 AMOA. Their names were selected from show attendees who visited Nichibutsu's booth.

Mayoni merges with Compuvend

Mayoni Enterprises, a Los Angeles-based manufacturer of *Multivend* and *Vend-A-Snack* vending units, has completed a merger with Compuvend Enterprises, Inc., manufacturer of compact electronic games.

All manufacturing and marketing will be consolidated at Mayoni's expanded facilities in Pacoima, Calif. Employees of Compuvend will continue on at the new facility. The Compuvend name will no longer be used.

Isaac Ben-Yahuda will continue as president of Mayoni and will guide expansion of the product lines. He stated, "We will continue to upgrade and expand our product lines to offer the most complete lines of profitable machines available."

New products recently introduced include the *Compu-Scale* battery-operated scale, and a new toy vending game with a talking clown.

For product information, write Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; 800/345-1183 or (818) 899-2488.

Grommet moves up at Struve

Bill Grommet is now a part owner of Struve Distributing Co., Inc. of Colorado. He joined the Denver office in 1985.

An industry veteran of 25 years, Grommet was previously branch manager. His history in the coin-op business includes 12 years with Canteen before entering the distributing end in 1974 with Continental Divide and later Rowe International.

Grommet commented, "I consider it a privilege to work with Pres Struve. I've made the ultimate commitment. This commitment to the industry and Struve is because I feel secure. People have to place their confidence in the industry. Somewhere you make the decision to cut back or put more money into your business."

Pres Struve started his first distributing company in Salt Lake City 26 years ago.

GameTek launches new game series

GameTek, the computer division of IJE, Inc. of Florida, has signed an exclusive license agreement with Nintendo

Brady Novelty

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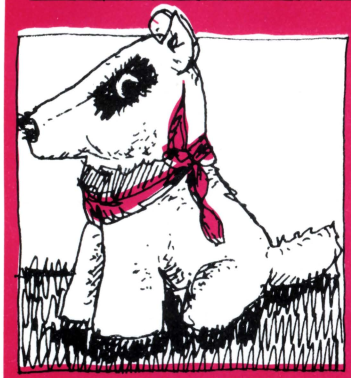
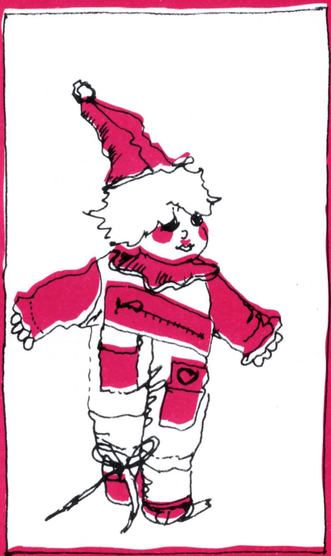
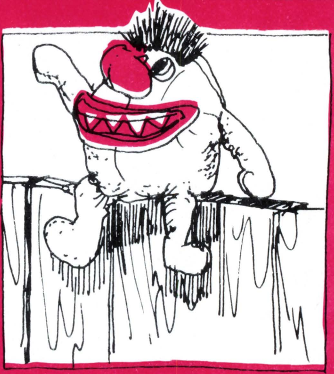
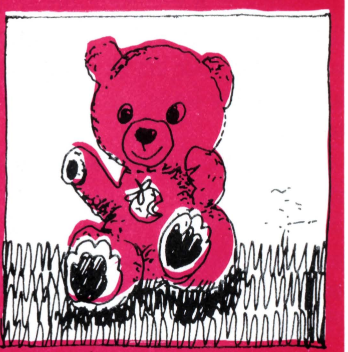
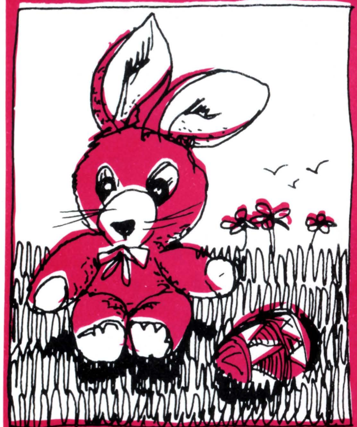


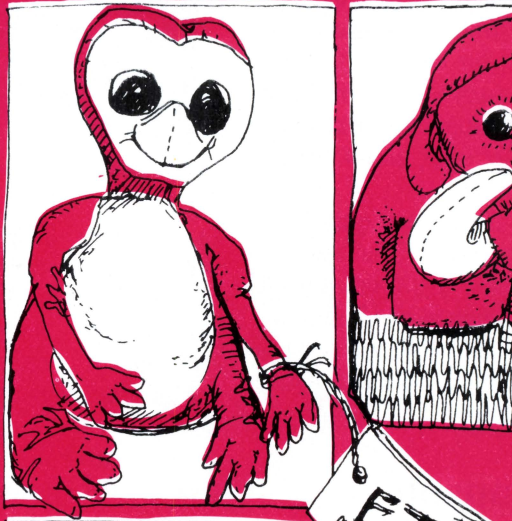


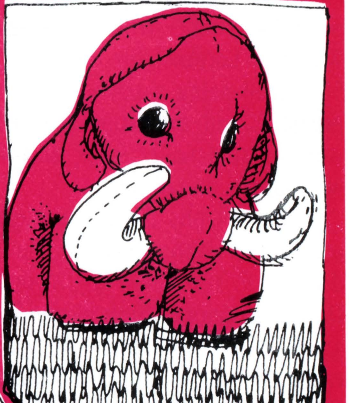






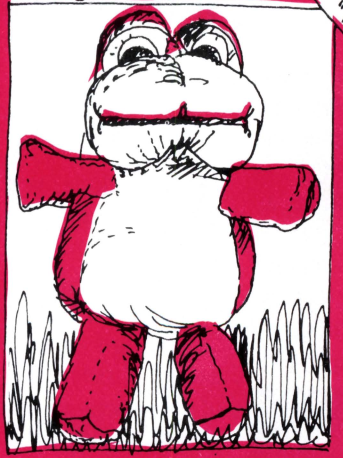
8650C
Large Hardface Learn Doll





E060
Bull Terrier w/Scarf

5617
Mouse/Rabbit Assorted Colors



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Vinyl E.T.'s

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Monday - Friday 8:30 a.m. - 5:30 p.m. 1-800-451-TOYS of America, Inc. for GameTek to produce a broad range of video game software in a new category for the Nintendo Entertainment System.

According to Irv Schwartz, president of IJE, "This is a complete departure from the usual "shoot em' up" approach to video games. We are producing games the whole family loves; games they can play together."

Among the first releases will be home video versions of popular television shows, including Wheel of Fortune, Jeopardy!, and Hollywood Squares. These will be followed by The Price is Right and Password.

All the video games will have the most popular features from their namesakes. Wheel of Fortune, for example, has over 500 challenging puzzles, state-of-the-art graphics, and animation that includes a wheel that actually spins and a hostess who turns the letters.

Jeopardy! pits the players against real contestants who react to the ups and downs of the game right on through Double Jeopardy!. Both games feature the actual game's theme music and contain categories and questions endorsed by the TV shows' producers.

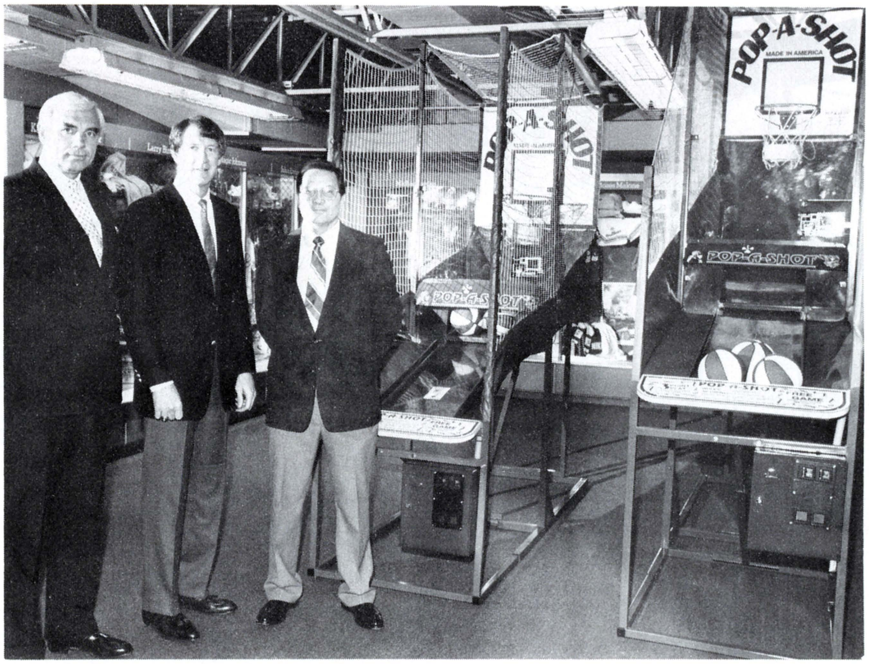
Hanson appoints three

Hanson Distributing Co. of Minnesota and Michigan has announced three staff appointments: Rod Clennon as regional manager, Curtis Silverest as assistant manager, and Chris Younce as sales representative.

Clennon has been in the coin-op entertainment business for over 25 years, both as a game operator and distributor. Clennon said, "As a regional manger with an operator's background I know the importance of personal contact with the operator. I, as well as all personnel at Hanson, now more than ever, are committed to bring to the Michigan market the very best in sales and service!"

To contact Clennon, Silverest, or Younce, call Hanson's Warren, Mich. office, (313) 756-6500.

Hanson staff, l to r: Curt Silverest, Rod Clennon, and Chris Younce.



Basketball greats Dave Debusschere (l) and John Havlicek (c) with Pop-A-Shot president Ken Cochran at Basketball Hall of Fame.

J&J opens in St. Louis

After three years of planning, J&J Distributors, Inc. of Indianapolis has opened a new 7,000 square foot warehouse in St. Louis, Mo.

The new facility serves central Illinois, far western Kentucky, and the eastern half of Missouri. J&J provides a full line of coin-operated vending machines, video games, phonographs and accessories, and microwave ovens.

Jack Silverest, an industry veteran of 13 years, heads the St. Louis branch. To contact J&J, write 5729 Manchester Ave., St. Louis, MO 63110, or call (314) 645-3393.

Pop-A-Shot featured at Hall of Fame

Basketball greats gathered recently at the National Basketball Association (NBA) Hall of Fame in Springfield, Mass. where two *Pop-A-Shot* games have been placed as "Official Basketball Skill Game" of the Basketball Hall of Fame."

Pop-A-Shot, the original coin-operated basketball game, was developed by Ken Cochran, president of Pop-A-Shot, Inc. and a former college basketball coach. Cochran is delighted with the recognition his game has garnered and the opportunity to be in the Hall of Fame for the best in basketball.

Japanese pursue copiers

Efforts to stem the tide of copied games continues in Japan as well as here in the states.

Recently, Kyowa Leisure System, Ltd. of Nagano Prefecture and its president were prosecuted by the Nagano district prosecutor's office on the charge of copyright infringement in the sale or leasing of at least 65 copies of unauthorized pc boards for Taito's *Arkanoid.*

A Taito Corp. spokesman said, "The current case is only one among the many. We are also taking legal steps for many other cases."

Earlier in 1987 the Japanese copyright law was partially revised to designate computer programs as literary works. This is an important step for the amusement business in Japan.

UAMA hosts annual meeting

The Utah Amusement and Music Association (UAMA) held its annual membership meeting in October at Wendover, Utah on the Utah/Nevada border.

Wally Bohrer addresses UAMA meeting.

In addition to Utah operators, the meeting was attended by Wally Bohrer, new president of the Amusement and Music Operators Association (AMOA), and representatives from Atari, Nintendo, Wico, and The Amusement Emporium.

Included among the activities were a golf tournament, cocktail reception and show, and the business meeting. Bohrer addressed attendees on national issues, Craig Johnson discussed local government issues, and UAMA president Tony Vina covered the topic of Utah industry past and future.

Groundwork was also set for the seventh annual UAMA Utah Open. For information on this event, or other UAMA news, call Craig Johnson (801) 451-6652.

ACME 88

Merit dart series continues

Merit Industries' $25,000 World Series of Darts that spans a total of 11 U.S. regional sites, continues this month and through June. Each tournament offers over $3,000 in cash and prizes and has a minimum of five events: me*n's and women's doubles, men's and women's singles, and draw your partner doubles.

The series began in Indianapolis, Ind. October 31 and November 1. Sites for the remaining events are: January--Colonial Classic in Massachusetts and Cactus Classic in Arizona; February--Great Lakes Open in Michigan; March--Missouri Open; May--Sunshine Classic in Florida and Midwest Open in Ohio; June--Northwest Open in Washington.

According to Mort Ansky, vice president of Merit, "The World Series of Darts is just one of many programs we have planned in our continuing commitment to strengthen the electronic darts market. We have assembled a professional promotional team to insure these programs are properly organized and directed."

A new member of this team is Glenn Remick, currently vice president of the American Darts Organization, a veteran player for 18 years and promoter of the sport for 10 years.

Merit's Howard Smoyer is promotion team captain. Smoyer tailors each tournament to the players for the region. "Cricket is the fastest growing game in the country," said Smoyer, "so it has been included in each of our tournaments. The operators have played an important role in helping us get the World Series started."

Joe Conway, executive director of the AMOA-National Dart Association (NDA) adds, "The Merit World Series regional concept will assist our operator members because it creates additional activity outside of normal league play...and helps us achieve our goal of obtaining new members for the NDA." Merit is a co-sponsor of the third $25,000 NDA National Dart Tournament held at Lake Geneva Resort in Wisconsin. Merit's *Pub Time* and *Bull Buster* games are official games of the nationals, set for April 28-30.

Photos chronicling the World Series of Darts will be published in Merit's own dart magazine, Good Darts. For more information about the series or other dart support programs, contact Merit at 2525 State Road, Bensalem, PA 19020; 800/523-2760.

Game prejudice still exists

Recent newspaper clippings from Plymouth, Mass., Forest Park, Ill., and Ridgewood, Queens, N.Y. indicate that amusement game images have a long way to go in the eyes of some local officials.

The Pembroke Reporter (Mass.) detailed a refusal by the city's board of selectmen to grant an amusement device license to Papa Gino's that would allow a table model video game in its North River Plaza location. Selectman James Hannon stated, "You're going to get people hanging around using the game. We've tried to discourage them (video games), quite frankly."

Loitering is the reason given for the refusal. The city at one time had eight licenses for amusement games, but is now down to only two. Not a single video license has been granted in three years.

The Forest Park Review (Ill.) reported that the village council is slow to amend an entertainment ordinance that would allow coin-operated basketball machines to be operated within the village.

The wording would have to be particularly well thought out, it appears, since the only coin-operated games permitted by the current ordinance are bowling games and pool tables. If permission is granted for the basketball game, the council may be pursued for other alteration of the code, it is suspected. Village commissioners took the location owner up on his offer to have them try out the game.

The New York Daily News highlighted the plight of the Ridgewood, Queens merchant Warren Ort, whose S.O. Grand Store on Fresh Pond Road (a five-and-dime store) may have to give up its mechanical horse kiddie ride. It seems a neighbor complained that the horse infringed on the sidewalk space and now the city's department of consumer affairs has ordered the horse removed from the street and placed inside the store or Ort will have to pay a $100-a-day fine.

Customers of Ort's store have strenuously objected to the removal of the horse, which provides entertainment for the littlest customers. There is no room in the crowded store for the ride, says Ort. City council member Walter McCaffrey and assemblywoman Katherine Nolan are riding to the rescue with plans to introduce an amendment to the city charter that would allow such kiddie rides in front of stores providing there is four feet of space between the ride and the sidewalk curb.

Exidy's game a hit

Exidy showed its latest conversion for its gun system called *Hit N' Miss* and it has surpassed Exidy's expectations in sales. "We call our system a work horse," noted Virginia Kauffman, Exidy's vice president. Of course, she was referring to the system that began in 1982 with *Crossbow*, a game that she notes is still out there in locations. But maybe *Hit N' Miss* will be a welcome addition to those ready to retire the original game. "We didn't get enough publicity about our price at the AMOA show. I think we were the best-priced game at the show!" exclaimed Kauffman. She also expressed her delight that distributors have rallied to the company's support. "Early collections indicate that operators have a winner with this one," she added. For more information on this shooting game, call your distributor or Exidy for referal at (408)496-6466.

Valley names Sutkowi

The Valley Co. of Bay City, Mich. has named Melody Sutkowi as customer service administrator.

Melody Sutkowi

Alan Schafer, vice president of marketing for Valley, said, "With the recent acquisition of an electronic dart division in Illinois, coupled with our divisions in Minnesota and Michigan, the need has arisen for an administrator to specialize in customer service not only domestically but also internationally.

"Melody has seven years of experience in dealing with our pool table and cue customers and was a natural for the extra responsibility."

Multitech adds module

Multitech has added a personality module to its plug-in Double Up line. The new kits, released in late 1987, convert cabinets to hold two games and feature easy installation. The personality module will enable the kits to be upgraded periodically.

Explained Multitech president Chris Humphreys, "Technology is constantly changing, and it is likely that we will offer a greater variety of options in the future. By utilizing a personality module, we can give our customers the opportunity to upgrade to more sophisticated packages as they become available. Those supporting us early on will not be left with an obsolete product."

Multitech has a special offer for the plug-in kits. Call the company for more details; 800/346-3379 or (904) 257-6121.

AAMA has board meeting

The Board of Directors of the American Amusement Machine Association (AAMA) met in Chicago prior to the AMOA Trade Show to approve the 1988 budget and make decisions affecting the funding of its enforcement and location trade show programs.

The board also approved guidelines for future nominating committees to provide for a more deliberate officer succession within the association with the purpose of maximizing the experience level of those elected to high office.

Distributor concerns were discussed at the meeting and additional concerns will be addressed at the next regular board meeting in Phoenix on February 11-12. Other topics covered at this time will include the association's legislative program and AAMA-Protect.

ICMOA sets pool and dart tournament

The Illinois Coin Machine Operators Association has scheduled its 1988 Pool and Dart Tournament finals April 8-10 at the Peoria Civic Center in Peoria, Ill. This marks the 13th annual pool competition and fourth annual dart category.

A total of $26,000 in cash, prizes, and awards will be given away; $8,000 for pool and $18,000 for 10 dart events. Limited kits are available.

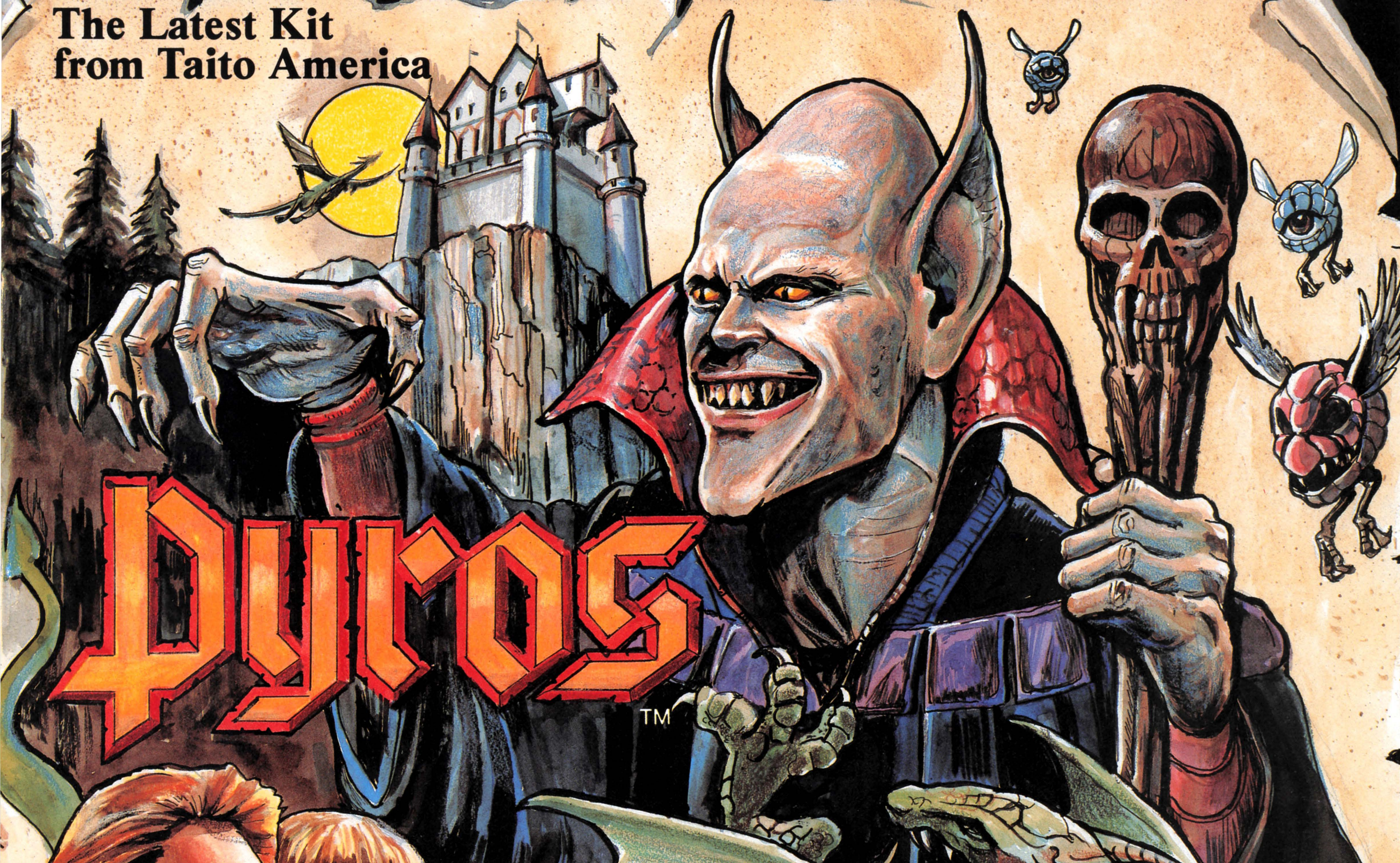
For more information in the pool competition call Craig Beard or Walt Lowry of Lowry Music, (217) 285-4381. For dart information call Ellen Donovan of ICMOA, (312) 369-2406. Ellen was recently named executive director of the association.

In other ICMOA news, the association announced plans for its annual meeting and trade show June 10-12 at the Pheasant Run Resort in St. Charles, Ill. For registration and exhibit information call (312) 369-2406.

NAMA elects new officers

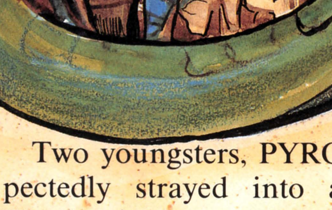
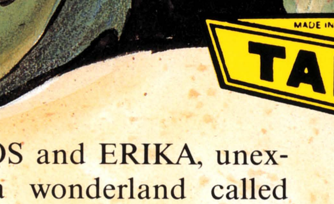
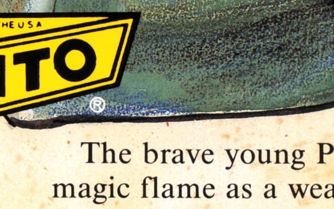
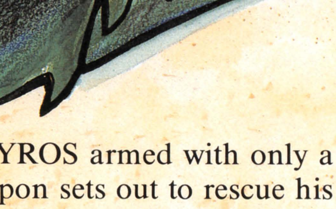
The National Automatic Merchandising Association (NAMA) has elected William Walsh as 1988 chairman of the board of directors. Walsh is president of

The Latest Kit from Taito America



Two youngsters, PYROS and ERIKA, unexpectedly strayed into a wonderland called Wardner's Forest. Upon entering the magical forest, the young girl was changed into a crystal ball by an evil warlock called "Wardner", the ruler of the forest, and brought to a secret place deep inside the woods.

The brave young PYROS armed with only a magic flame as a weapon sets out to rescue his female companion from the clutches of the evil Wardner and bring her safely home. Join him in his adventurous search through the magical forest to save his friend and to break Wardner's spell over the enchanted forest and all the inhabitants.

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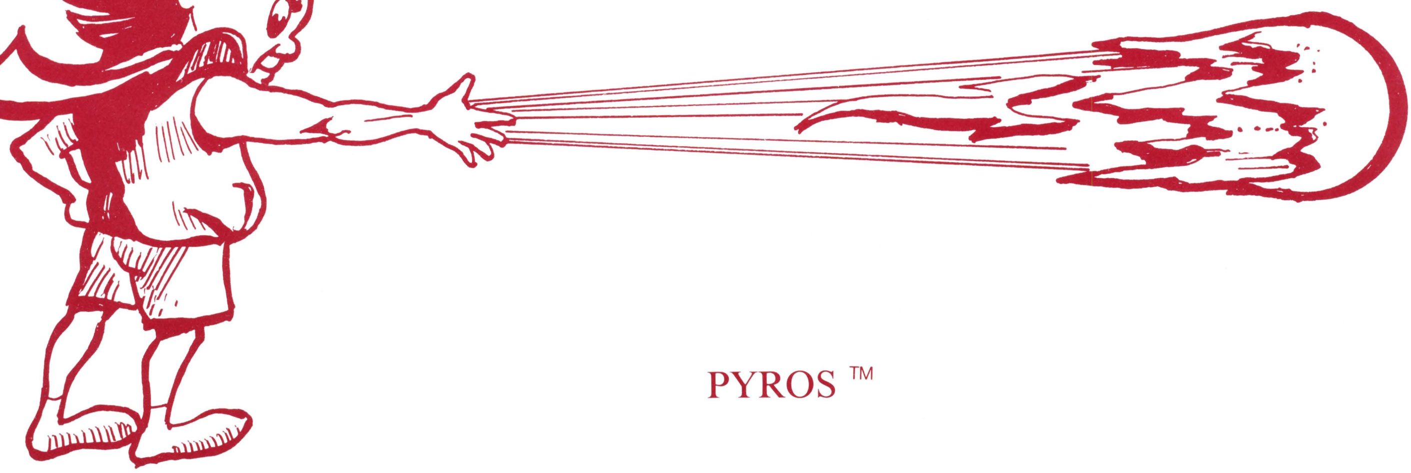

PYROS ™

How to Play:

Use the 8-way joystick to move away from the enemies and destroy them with your magic flame thrower (left button) or quickly jump (right button) away from their brutal attacks.

The magic flame thrower begins by shooting only a single flame but can be reinforced to a rapid fire flame thrower by killing the attackers and picking up yellow balls along the way.

Other reinforcement items can be collected by finding them hidden in the forest or by purchasing them from the merchants' shops located in various places throughout the forest.

Some enemies turn into gold coins when destroyed and the more gold collected along the way enables PYROS to purchase different weaponry from the shops.

There are 4 stages to clear before entering the castle basement of "Wardner's Room". Once inside, you must work your way up through the castle to find the evil Wardner and destroy him.

The continuation feature will help you clear the different stages and your weaponry remains in tact if you decide to continue the game.

The game ends when Wardner has been destroyed and ERIKA safely returns home.

If you enjoy adventure, you'll certainly enjoy "PYROS".

MADE IN THE U.S.A.
TAITO ®

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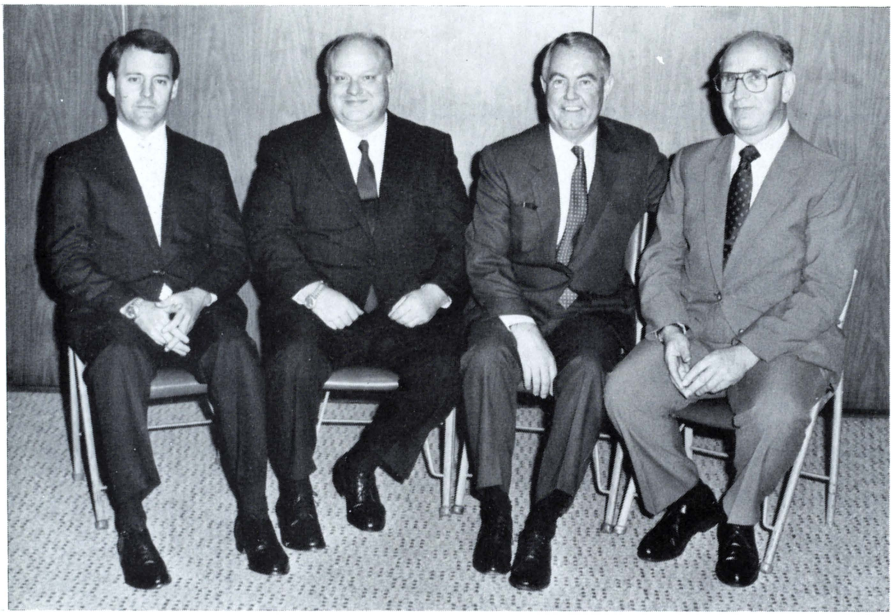


NAMA officers, l to r: Harold Blotner, William Walsh, John Farquharson, and J. Stephen Stoltz.

Continental Vending, Inc. in Orange, Calif. He succeeds Merrill Krakauer, chairman of Rowe International.

Other new officers are: senior vice chairman--John Farquharson, president of ARASERVE, a division of ARA Services, Philadelphia; vice chairman--Harold Blotner of Dane County Vending Co., Madison, Wis.; and treasurer--J. Stephen Stoltz, president of Polyvend, Inc., Conway, Ark.

Elected to the board of directors were: Craig Estey of Automatic Cigarette Service Co., Portland, Ore.; Gene Monnin of Hilltop Vending Co., Dayton, Ohio; Carr Newcomer of Service America Corp., Stamford, Conn.; and Richard Flaig of Coca-Cola USA, Atlanta. These gentlemen were elected for three year terms beginning this month.

Richard Hartman of Greyhound Food Management Inc., Phoenix, was elected for a one-year term.

Directors re-elected for three years include Farquharson; Stoltz; R. Doug Cromer of Wometco Carolina Food Service, Anderson, S.C.; and Robert Muller of Crane Engineered Materials and Merchandising Systems Co., St. Louis.

Raffle date changed

For those considering purchasing a ticket for the 1988 Jaguar to be raffled at the upcoming American Amusement Machine Charitable Foundation Annual Appreciation Dinner, please change the date on your calendar.

The original date released was March 9, but the dinner will be on March 11 during the American Coin Machine Exposition at Bally's Reno Hotel. The event will honor Sega USA chairman David Rosen. The foundation will sell only 1,000 tickets for this raffle.

The foundation is non-profit and was established by AAMA to raise and administer funds for scientific, educational, and charitable purposes.

AMOA/NDA starts dart magazine

The AMOA National Dart Association (AMOA/NDA) introduces Throw Lines, the official NDA magazine of electronic darting.

All AMOA/NDA sanctioned players will have the magazine direct mailed to their residence. The publication is dedicated to the sport of electronic darts and will be a quarterly. Look for the first issue in February, with subsequent issues to appear in April, June, and September.

NDA charter holders will receive priority service on articles, photos, and ad rates.

AMOA/NDA reminds us that its Third Annual International Team Dart Tournament is set for April 28-May 1 at the Americana Resort in Lake Geneva, Wis. One hundred percent of entry fees for this event are returned as prize money.

For more information about Throw Lines or the international tournament, call (414) 263-2444.

Throw Lines, new AMOA/NDA quarterly.

Jukebox rebates are expanded

The three U.S. performing rights organizations (ASCAP, BMI, and SESAC) jointly announced an agreement to extend the payment of 1987 compulsory license fee rebates to all jukebox operators who registered their jukeboxes during the 1987 calendar year, provided that 110,000 jukeboxes were registered by December 31, 1987.

Prior to this agreement, only jukeboxes registered by January 31, 1987 were eligible for rebate.

This agreement is an added inducement for jukebox operators to reach the agreed-upon level of compliance.

The original 1985 agreement with the three performing rights organizations and AMOA provided for rebates of $3 per jukebox to operators who properly registered within the statutory time period.

AAMA president Frank Ballouz and JAMMA chairman Masaya Nakamura (seated center) are flanked by members of their boards and staff during the associations' joint meeting in Tokyo this past October. Topics discussed included market development, copyright and trademark protection, and public relations.

Can you find your local distributor and other familiar industry faces in this picture? Many were lucky enough to travel to the Japanese Amusement Machinery Manufacturers Association (JAMMA) annual trade show in October and enjoyed a special evening's entertainment dressed in authentic Japanese kimonos.

Blackpool exhibition set

The Blackpool Amusements Exhibition will be held February 16-18 at the Winter Gardens and Opera House in Blackpool, England.

The full spectrum of amusement games will be displayed at this event. Nearly 85 percent of booth space was sold out by the end of November 1987.

For more information on this event, contact Kath Williamson, Exhibitions Administrator, North West Exhibitions, Winter Gardens and Opera House, Church Street, Blackpool, FYI 3PL, Lancashire; call Blackpool (0253) 25252.

Arachnid dart challenge continues

The second stop in Arachnid's $100,000 BullShooter III World Challenge of Champions dart championship was Madison, Wis. where a $5,000 regional was held in late September at the Shuffle Inn.

Players from Indiana, Michigan, Illinois, Minnesota, Iowa, and Wisconsin participated in the event, co-sponsored by Modern Specialty and Pioneer Sales.

Dave Schultz of Rockford, Ill. became the midwest champion of 301 double in/double out pro singles. This event, added to the tour this year, gives masters dart shooters an incentive.

The finals purse offered $2,500 to the best masters player in the world--$1,000 more than the regular open singles first place prize.

Kathy Hade and Tom Pace, both of Rockford, were the big winners, together taking first place in 701 mixed doubles. Hade and partner Debbie Gille, also of Rockford, took the championship in women's doubles and Hade also finished third in mixed cricket.

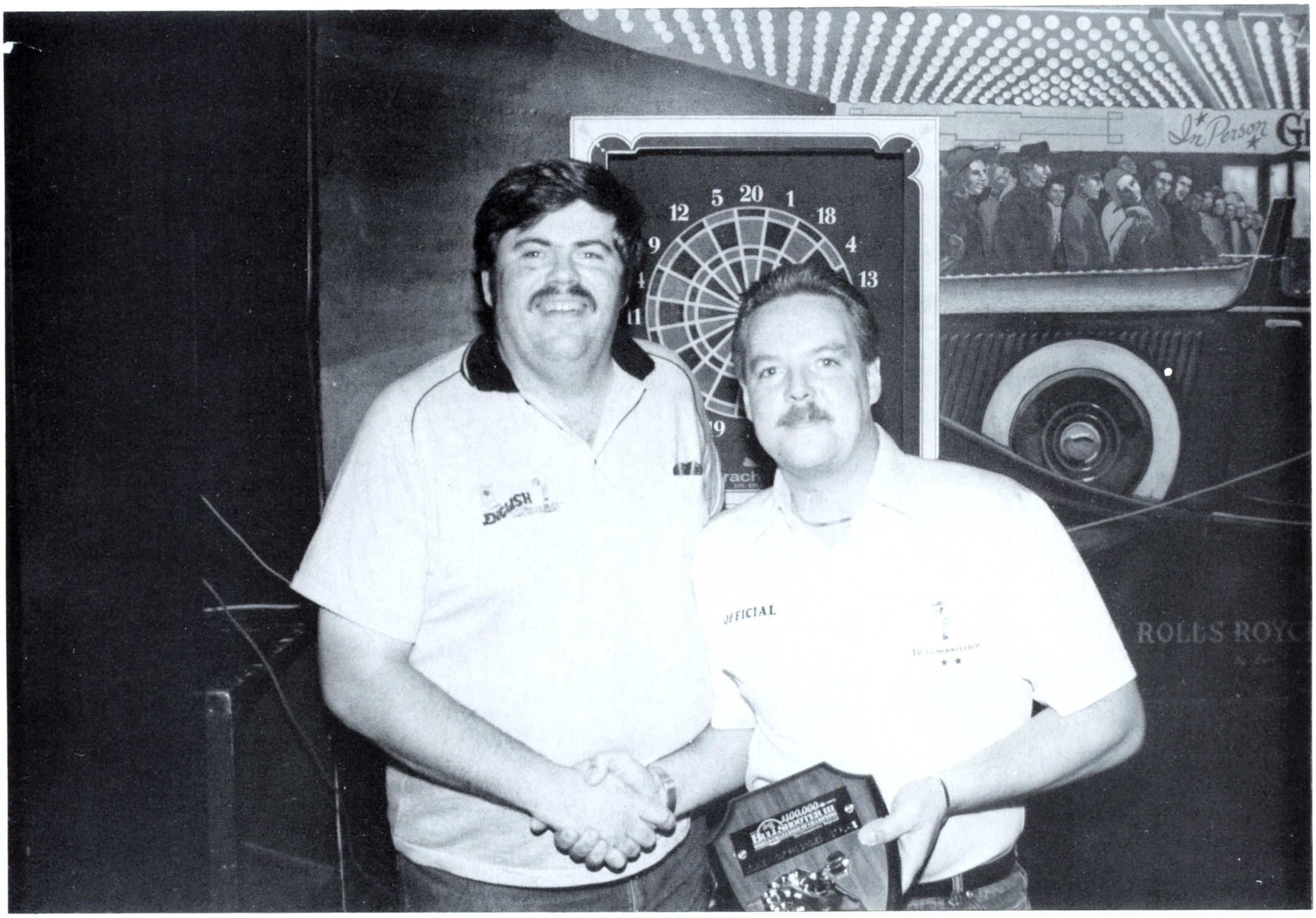
Tom Pace won first place in 501 open singles. Other top finishers included Tim Tadman of Fond Du Lac, Wis. and J.R. Koenigs of Theresa, Wis. winning open doubles. Chris Peterson and Dave King, of Rockford, became the midwest mixed cricket champions. Joe Beecroft of Algonquin took first place in cricket singles.

The same weekend brought a qualifying regional to Frankfurt, W. Germany where the best English Mark Darts shooters were vying for qualifying certificates for entry into the BullShooter III $35,000 finals set for May 28-30 in Chicago.

Claus Dieter Siegel took first place in open singles followed by Jurgen Richter and Helmut Breuer. The team of Siegel and Engel won mixed doubles.

Other worldwide regionals will be held in Japan, Australia, Belgium, and France. Other U.S. regionals have occurred in Kansas City in November and Jackpot, Nev. in December. Competitions are set for Houston in January; San Francisco in February; Syracuse, N.Y. in March; and Dayton, Ohio in April.

Call Arachnid at 800/435-8319 or in Illinois (815) 654-0212 for more information on the BullShooter III World Challenge of Champions.



Pro singles champ Dave Schultz (l) with Arachnid's Bob Hodges.

Merit dart series comes to Philly

Philadelphia's first major soft-tip dart tournament, The Keystone Classic, was held at the end of November at the American Legion Post 211. The competition was part of Merit's World Series of Darts.

Shooters from the Pennsylvania and New Jersey areas competed along with shooters from Buffalo, N.Y. and St. Paul, Minn. The event was sponsored by House of Darts (USA) Ltd.

Fund raising during the competition resulted in $360 being donated to the Sunshine Foundation. A special guest appearance was made by English Channel swimmer Jim McGowan on behalf of the Sunshine Foundation.

Local businesses contributed raffle prizes and the boards used in the tournament were sponsored by local coin-op businesses, including Active Amusement, Eastern Distributing, Stan Harris & Co., Philadelphia Vending, Appel Vending, and Tri-County Amusement.

Tournament director Robert Mills commented, "Through all the exciting competition, the darters took time to help a great cause. I was very proud to be a part of this tournament."

Over $1,500 in cash and prizes was awarded during the event. Open singles 301 masters competition resulted in Charlie Onichinoski gaining first place, Johnny Olexis taking second, Jo-Jo Kerns in third place, and Turk Bizuk, fourth.

The top three winners in open doubles/cricket were: Jess Jastremzki and Joe Zacharo, first place; Turk Bizuk and Johnny Olexis, second place; Tony Gelzinis and Gary Wiegman, third place.

Women's doubles cricket winners were: Cheryl Elertrio and Pat Bizuk, first place; Cathy Vogt and Janice Olexis, second place, and Dot Melvin and Cindy Mills, third place.

Mixed doubles 301 winners were: Charlie Onichinoski and Pat Bizuk, first place; Bud Esham and Sharon Kelly, second place; and Johnny Olexis and Cathy Vogt, third place.

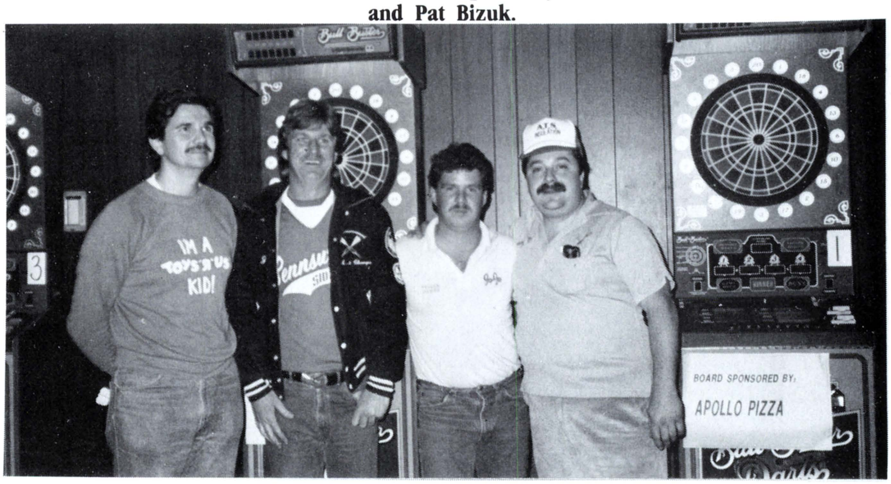
For more information on the World Series of Darts, call Merit at (215) 639-4700 or 800/523-2760.

EXPRESSWAY PRINTING
PAONE WOODWORKING

Mixed doubles finalists, l to r: Sharon Kelly/Bud Esham, Cathy Vogt/Johnny Olexis, Charlie Onichinoski/Pat Bizuk, Janice Olexis/Turk Bizuk.

SCORE
ACCU-DECAL

Merit president Peter Feuer with women's doubles champs Cheryl Elertrio and Pat Bizuk.



301 masters singles winners, l to r: Charlie Onichinoski, Turk Bizuk, Jo-Jo Kerns, and Johnny Olexis.

TEN YEARS AGO

The coin-op industry began 1978 with the feeling that electromechanical games were going the way of the dinosaur since the advent of solid state. Joe Robbins wrote a short article in January, titled Operating Strategy for 1978 in which he stated, "With the start of production on Gottlieb's electronic *Cleopatra* this month, the end of electromechanical production appears to be just a matter of time--perhaps by spring, or by summer at the latest."

Of course, AMOA two months earlier had reinforced that idea, since solid state equipment dominated the show. Video games were still second fiddle to pin, with cities still battling to have pinball declared gambling equipment and the industry fighting just as hard to have it declared a legal game of skill. In Detroit, an ordinance that was destined to have a serious, detrimental impact on pinball and other games operations was hanging in limbo. The ordinance would have banned all amusement machines unless 51 percent of the residents and all businesses within a 500 foot radius approved.

Much of the January issue 10 years ago was devoted to various aspects of pinball. Roger Sharpe declared in an article concerning the image of pinball that "things aren't as smooth as they should be in certain parts of the country." He added, "Even with all of its technological advances, pinball machines have lagged behind sociologically." Another article reported on a survey done by operator Charles Ross whose theory was that "there are some features which will just naturally attract players and others that will leave the pinballer indifferent."

Time Magazine gave pinball machines some favorable press in a feature story called Pinball Redux: The Hottest Games. The article was highlighted with pictures from Roger Sharpe's book, Pinball! The article referred to the change in the public image towards the game: "Pinball today is played openly and avidly by scholars, doctors, scientists, showfolks, and journalists--members of the nervous trades."

In other news 10 years ago, the newly-formed Copyright Tribunal met with representatives from AMOA to get a better understanding of the jukebox industry; Progress Vending in Middletown, Ohio, won its court case over whether a pinball machine is a gambling device or a game of skill; and Gottlieb's *Cleopatra* was a leading attraction at the Midcon show in Chicago. It's presence was, in part, to demonstrate the latest state of the art accomplishments with micro processors.

Coinman was Vincent Storino, who Play Meter described as having the 21st century on his side and having an ultra-modern approach to operating in the coin-op business by utilizing a computer. Of course, 10 years ago, most operators hadn't even thought about using computers in their businesses. Play Meter asked Vincent what the secret of success was in this business. His reply: "You really have to know what you are doing. Each piece of equipment has to earn on its own merits." I think he's right on the mark even 10 years later!

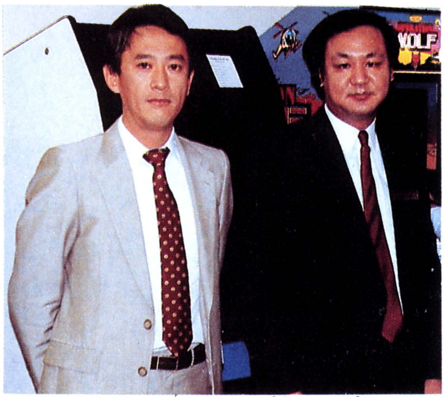
New products introduced in the January, 1978 issue included *Cherry Bell*, a four-player pinball by Sonic; *Space Battle*, a two-player laser-battle video by U.S. Billiards; *19th Putting Green*, a miniaturized, indoor, golf course, by International Indoor Golf; *Desert Patrol*, a gun game by PSE; *Inferno*, a fire-fighting video game by Meadows Games; two electromechanical pins, *Gridiron* and *Fire Queen* by Gottlieb; and Mirco's sit-down driving cocktail table game, *Formula M Vrooom.*

AMOA spawns host of open houses

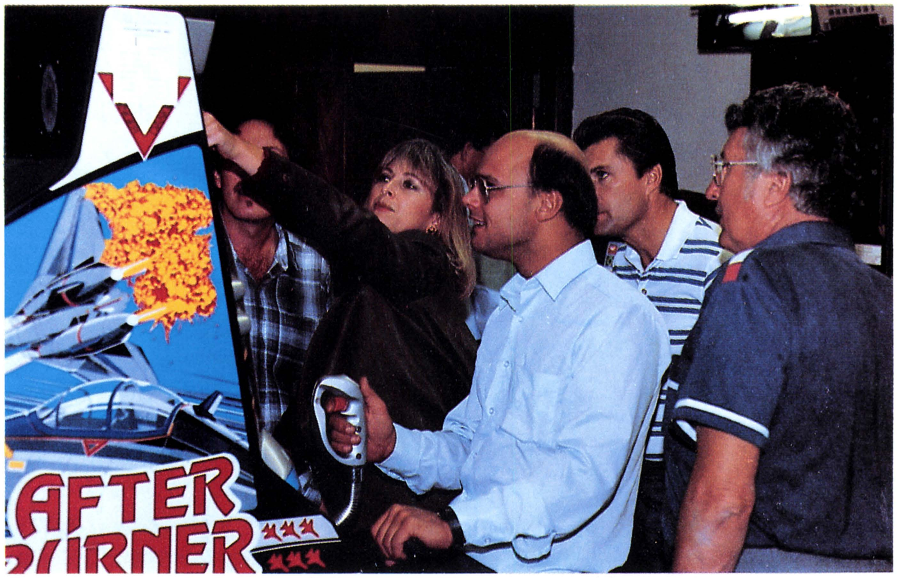
Operators eager for a second view of new products displayed at AMOA, and those who were not able to make the big show this year, all gathered at distributor open houses held in November and December. Here, and on the following pages, is a sampling of post AMOA activities.

Sal de Bruno (r) with daughters Diane de Bruno and Beth Huneycutt with her husband Bob.

Phoenix Coin-Op



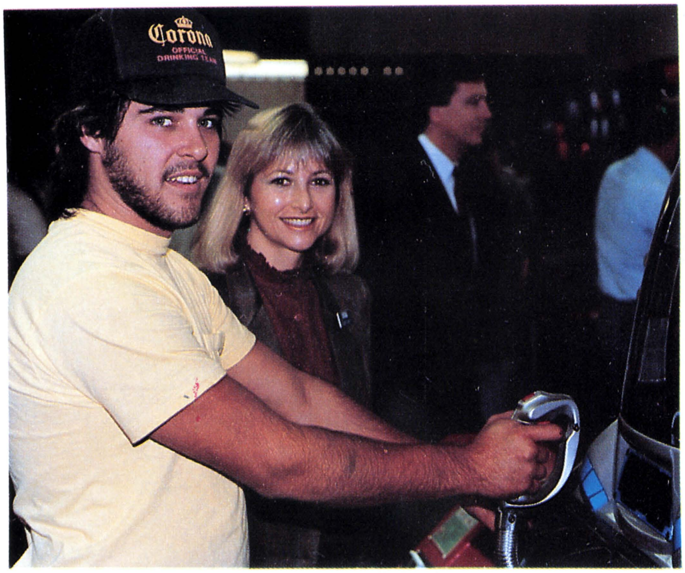
Taito Corp's T. Akiwa and Taito America's Yoshi Suzuki.



L to r: Mike Mihalic, Lenore Sayers, Gary Riderman, Larry Armstrong, and Steve Mihalic.

John Glaser of Circle K with Sal De Bruno.

Tony Brog and Marty Glazman discuss pinballs.



Corona
OFFICIAL DRINKING TEAM

Sega's Lenore Sayers shows *After Burner* to George Nye of Profit Payphone & Vending.

Paul and Sheryl Davis of Arcia Amusement try *Top Speed*.

PlayChoice-10
Volley Ball

Phil Vought (c) of Phoenix Coin-Op talks with potential operators Mike Hill and Gene Marcotte.

MANIA
NEW
PAC-MANIA
ATARI
RoadBlaste

Atari's Greg Rice with Courtney Brog by *Pac-Mania*.

Pete Heingman of Cathy's Arcade enjoys *APB*.

EASTER

A1825

A1830

VALENTINE'S DAY

A1803

3863

A1565

A1814

A1831

A1775

3502

A1644

Ace has it all

The finest selection of crane items you'll find anywhere!

A1832

A1780

EVERYDAY

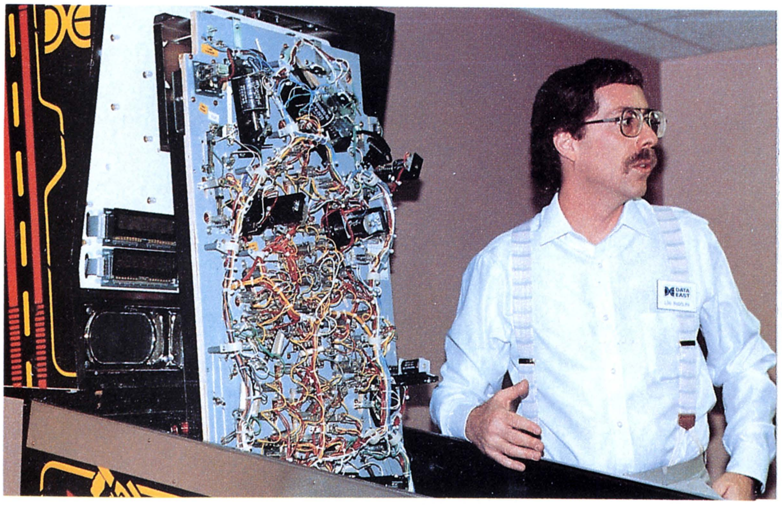
M4226

A1705

A1732

ACE ACE NOVELTY

Kane Distributing



Lou Rudolph of Data East conducts pinball seminar.

Mr. & Mrs. Lenny Pereira of Lafourche Novelty won a CD player donated by Konami.

About to play darts, l to r: Lois Cheramie, Penny Duet, and Norris Cheramie of Collins Amusement, and Alan Schaffer of Valley.

Kramer's Mike Horan (l) with Mike Zuppardo of Lucky 7 Amusements.

MiMi Kiene of Mardi Gras Plush and Nathan Kane congratulate Hubert Brown of Bag Amusement, winner of a giant Spuds.

Jay Miller plays *1943* while Mike and Scott Cannon of Lakeside Amusement look on.

Marisa Kane welcomes Byron and Kay Cook of Leland.

Lloyd Austin (l) of Rallow Amusement and Sun Corp.'s Rich Robbins.

The Thomspon Amusement clan (l to r): De Anna, Charlie, and Dianne Linedecker; Cooper and Lynn Thompson.

Bobby and Debbie Bayless of Computer Games.

Marisa Kane and son George relax after the day's events.

Mel LaForce (l) of Johnston Products talks over *Big Top* with Walter Morse of Service Vending.

THE REAL
GHOSTBUSTERS

Regina Bonner (l) and Jennifer Jernigan of Bonner Amusements.

Charlie and Margaret Gleason (l) with Jewett and Felecie Lester.

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Items, Assorted Pendants

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American Made

New England Coin-Op

The lady is a sharpshooter with Taito's *Operation Wolf.*

Ken Anderson (l) of Leland with Joe Santoro.

Ken and Bonnie Morin of O'Connor Music and Betson's Robert Betti (r).

Rock-Ola's Bette Lockhart and Bert Betti of Betson.

Rick Kirby (l) of NECO welcomes Abe Kapinski of Kemp Amusement.

Williams' Joe Gilbert (l) and Tom Riquier of T & M Distributors.

Hoop Shot from Doyle was a popular item.

TECMO BOWL
TOP SPEED

Top Speed in sit-down model suits these ladies just fine.

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FOR OUTSIDE OR INSIDE PLAY

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And "FREE" Game Point Setting

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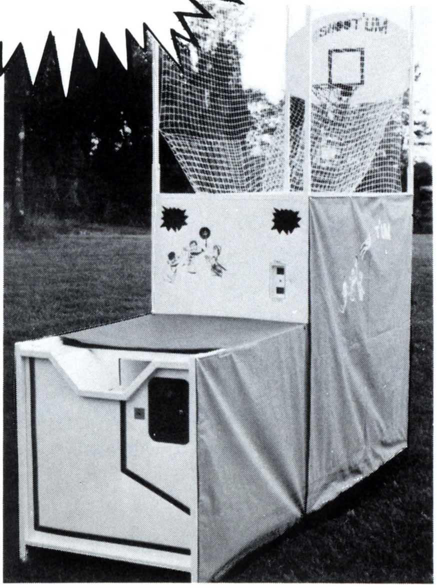


"WE'RE SHOOTUM AND WE SELLUM"

Mountain Coin-Phoenix

Welcome
OPERATORS & FACTORY REPS.

Nintendo's Frank Ballouz pitches ball toward dunk tank.

Brian Duke scoffs at the attempt.

We have splashdown!

NSM's Rus Strahan (r) with Mountain Coin staffers, l to r: Little Don Cox, Beatle Beane, Rocky Wilkes, and Dan Ledbetter.

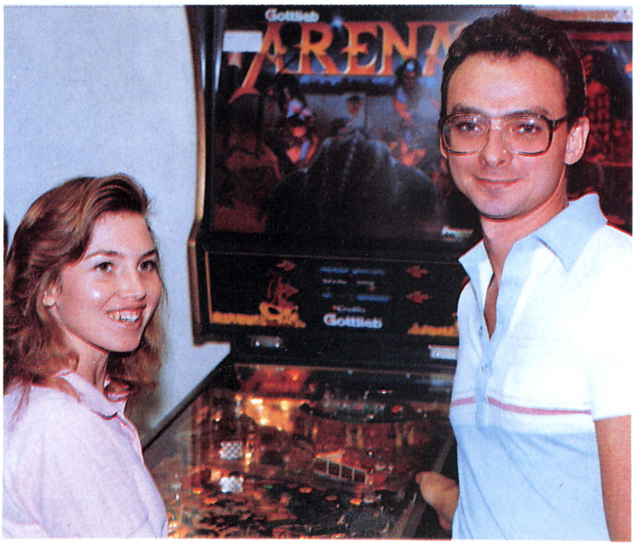
Don and Alice Waters of Mountain Coin.

Mountain Coin's Alan Cramer (l) with parents LaVelle and J.R. Cramer of Cramer Music, and Nintendo's Brian Duke.

Don Waters (r) welcomes George Armbruster of AZ Automatic Amusement.

Williams' Joe Gilbert with Bud Hunter of Milco Enterprises.

John Beers and Jim Counseller of The New Race try their hands at ghostbusting.



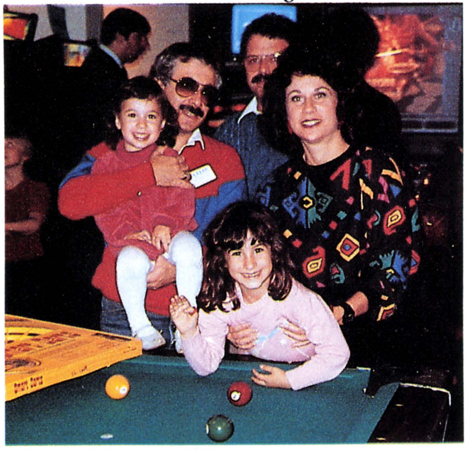
Trisha and Randy Surakus of Surakus Entertainment.

OPEN HOUSES

Peach State

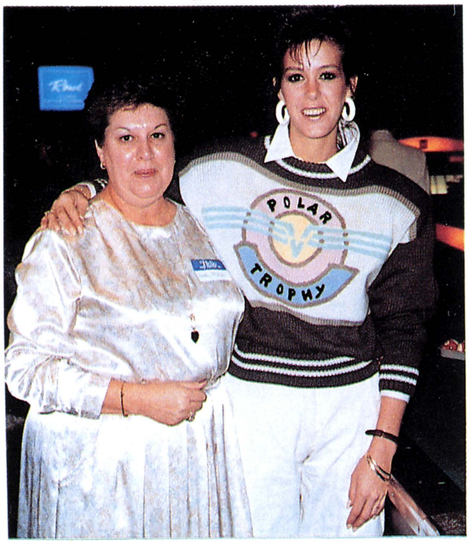
Joy Webb (l) and Virginia Gore welcome the guests.

U.S. Games' Mike Pace (l) and Randy Staton (r) with operator Harvey Martin.



Harvey Yarmon of Video Service with Mr. and Mrs. Steve Bodenstein and their daughters, Rachel and Leah.

From left, Don Hankinson (state association treasurer), Dickie Hanner (Peach State), and Bill Hyatt (state association director.)

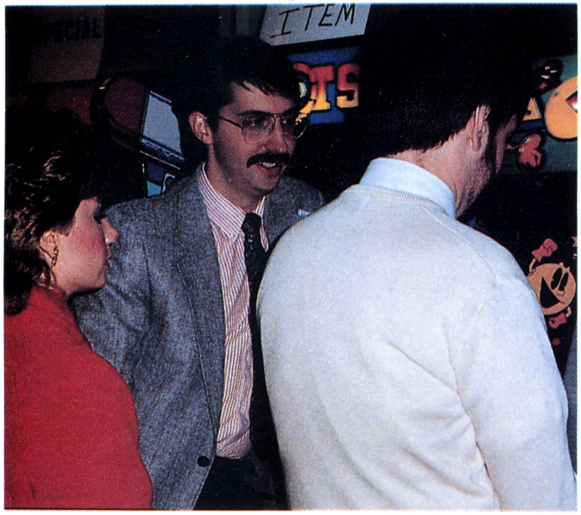


Esther McCrimmon, organizer of the open house with her beautiful daughter, Tamara.

The hit of the show was Dickie Hanner's brand new daughter, Betsy!

Pee Wee Cowart and wife Gay from West Georgia Amusement Co.

Peach State's Earl Hightower with operator Joey Dales of Tifton Amusement. Joey's adorable daughter scooted out of the picture!



David and Jeannine Bishop watch Jerry Clegg on Atari's *Pacmania.* Jerry and David are with Atari's new acquisition, Barrel of Fun.

SKILL DOZER
JUST FOR FUN

David Hightower (Earl's son) watches Robbie Webb try his luck on the *Skill Dozer.*

Chairman of the board John Head chats with Rowe's Jack Kellum.

Peach State's president Dick Sershon with his wife, Tina, and daughter, Denise.

Gerald and Sherry Pasley and Roger Schaaf (with drink) of Nickels and Dimes watch Tommy Pasley try his skill on Bally's *Heavy Metal.*

Manufacturers and operators watch the drawing for door prizes.

OPEN HOUSES

Betson Enterprises-New Jersey

L to r: Bob Boals, Betson; Joe Gilbert, Williams; John Hill, Sega; and Simon Dieth, Betson.

Tom Farandu of Betson (l) with Nick Napolitino.

XYBOTS
SUPPLIES
AFTER BURNER

By *Xybots* (l to r): Steve Betti, Jim Newlander, and Bob Stewart.

The whole staff of Amusement Consultants, Ltd.: Steve Linzey, A. Reid, Alan Treacy, Brad Killean, Gloria and Timothy Chapman, Michael Getlan, John Lahita, Brian Evans, Juan Villaoicencio, Tony Fico, Kim Bowdwin, Lynne Pless, and Ron Getlan.

THE REAL
GHOSTBUS
DATA EAST
STEVE WALTON

Jeff Walker (l) and Steve Walton (r) of Data East welcome potential ghostbuster, Steve Yanosik of Andrews, Inc.

New
"OPERATION
WOLF"
OPERATION WOLF
START BUTTON

By *Operation Wolf* (l to r): Rick Rochetti, Kathie Spain of AB Vending, and Jim Chapman.

Post-AMOA crowds gathered for another look at new product.

Williams' Mark Ritchie (r) with Jim and Bill Wenzel of Wenzel Bros.

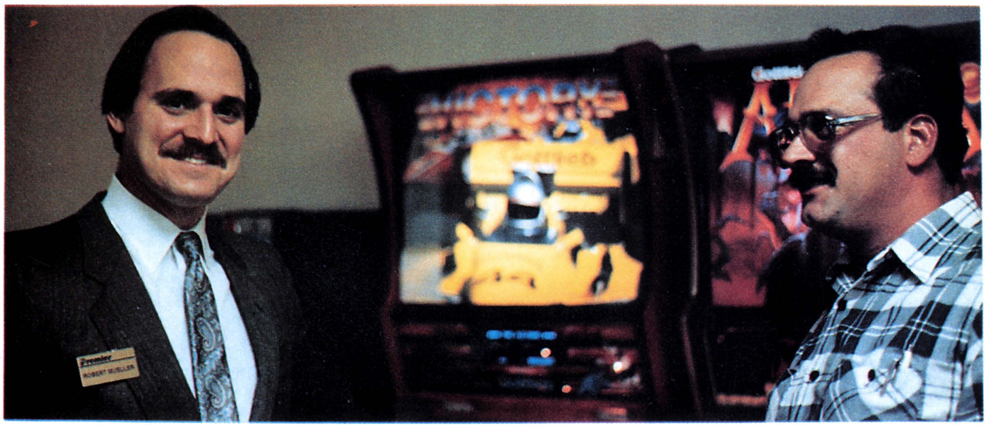
Mondial

Taito's Ric Rochetti (l) with operator Steve Nernen by *Operation Wolf.*

Mondial had the place decorated with colorful balloons.

Mondial's Irv Spinak (l) greets operator Sam Bonito of Electric Circuit.

By *Pacmania* are Atari's Jim Newlander (l) and Ron Culucci and Phil Eiseman of Gametown.



Bob Mueller (l) shows Dennie Demiceli of Astro Amusement why Premier has scored a victory with its new pin named, appropriately enough, *Victory.*

R-TYPE
Nintendo

Drew Maniscalco (center) with operators Mike Armone and Rich Cumiskey of Acme Amusements.

Pete Conway and Rich Caneles of Con Eck Game Room with Konami's *Blades of Steel.*

TECMO
BLADES OF STEEL

Konami's Frank Bundra shows off *Blades of Steel* to Mele Amusement's Anthony Mele.

John DeFlunerc and Mark Henton of Comet Amusement check out the new games.

It's Showtime!

ACME 88

AMERICAN COIN MACHINE EXPOSITION

FRIDAY, MARCH 11
SATURDAY, MARCH 12
SUNDAY, MARCH 13

BALLY'S HOTEL · RENO, NEVADA

HEADLINING AT ACME '88

- ★ A **Broadway** of more than 400 **Booths** with a star-studded **Cast** of **Coin-Op** manufacturers
- ★ A dynamic **Audience** of over 3500 **Operators**, **Distributors**, **Trade Press** and **Technicians** auditioning the latest coin-op talents and trends
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plus. . .

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- ★ **Spectacular spouse events** where friends and family of ACME show goer's can rendezvous in Reno

$AVE $AVE $AVE and register to attend the 1988 American Coin Machine Exposition at a special discount rate!

PRE-REGISTRATION: $10.00. ON-SITE REGISTRATION: $15.00.
NOTE: $5.00 FEE TO REPLACE LOST BADGES. NO EXCEPTIONS.

Minors under the age of 19 will be admitted provided they have paid their registration fee, and are accompanied by a badge-bearing adult.

MUST BE RECEIVED BY FEBRUARY 11, 1988.

Housing forms, travel information, seminar registration materials and complete schedule of events will be sent separately.

Complete and return the coupon below with your check for $10.00 per person (U.S. currency), made payable to AMERICAN COIN MACHINE EXPOSITION, 16066 SOUTH PARK AVENUE, SOUTH HOLLAND, IL 60473 USA.

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Check below your business classification:

1 ☐ Exhibitor
2 ☐ Manufacturer
3 ☐ Distributor/Management
4 ☐ Distributor/Sales
5 ☐ Arcade Operator
6 ☐ Route Owner/Operator
7 ☐ Technician
8 ☐ Trade Press
9 ☐ Other ____________ specify

ACME 88
AMERICAN COIN MACHINE EXPOSITION

Sponsored by: The American Amusement Machine Association and Play Meter Magazine

Managed by: William T. Glasgow, Inc., 16066 South Park Avenue, South Holland, IL 60473, Telephone: 312/333-9292, Fax: 312/333-4086, Telex: (ITT) 4943831 BG UI

PM1

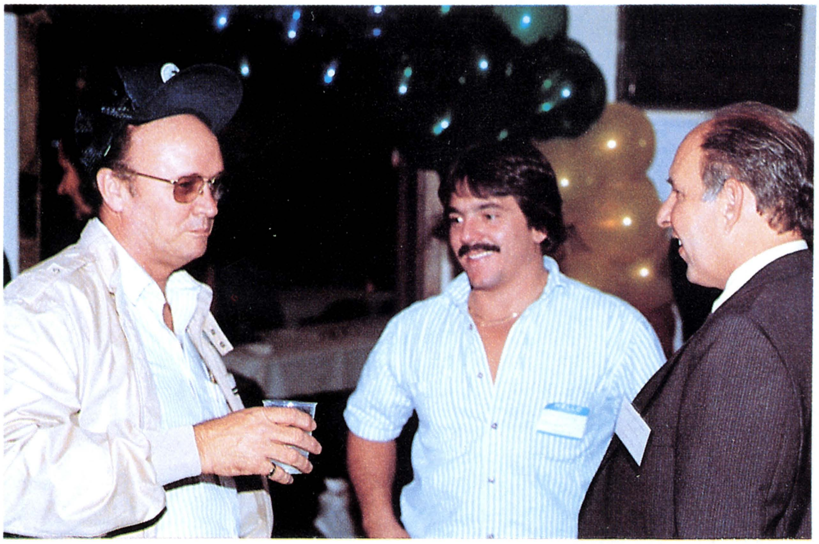
Birmingham Vending-Orlando

Birmingham's Al and Razelle Toranto with Valley's Alan Schaffer (r).

Bob Whitehead of Merit flanked by Woody Cope and Larry Rueff of Coin Op.

Jerry Camel of Game Center gets absorbed in *Operation Wolf.*

L to r: Birmingham's Bob Suddoth and Gary Gouse with John Begeal of Amusement & Vending Service.



Jim Kirby (l) of B&B Vending and Tom Quinn of Amusement & Vending Service with Birmingham's Charlie Caplan.

Bill Micheals (l) of Fun & Games and Dayton Hutchinson of Tri-County Vending.

Mike Goodwin (l) and John Stephens of Walt Disney World check out *Blades of Steel* with Konami's Frank Pelligrini.

Bob Waters (l) of Waters Enterprises and John Mapus of Playland Arcade.

Laura and Ken Bible of Venderalls Amusement enjoy *Super Hang-On.*

Jane Salter of Birmingham welcomes Scott Neslund of Family Fun Center.

Poised for a dart contest are Arachnid's Bob Hodges and Birmingham's Margie Thomas. Frank Pelligrini looks on.

Debbie Shemanski of King Henry's Feast selected Bob Hodges to join the floor show.

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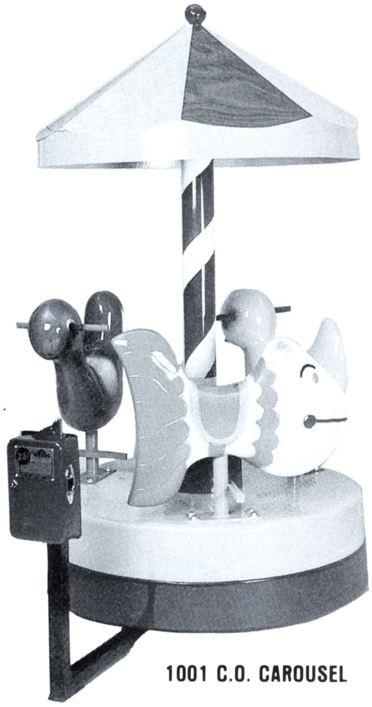

1001 C.O. CAROUSEL

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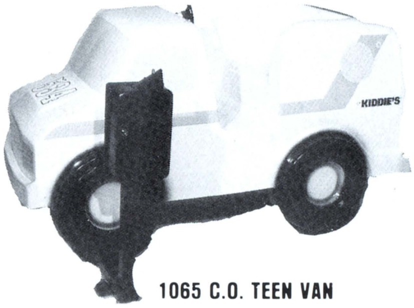

1065 C.O. TEEN VAN

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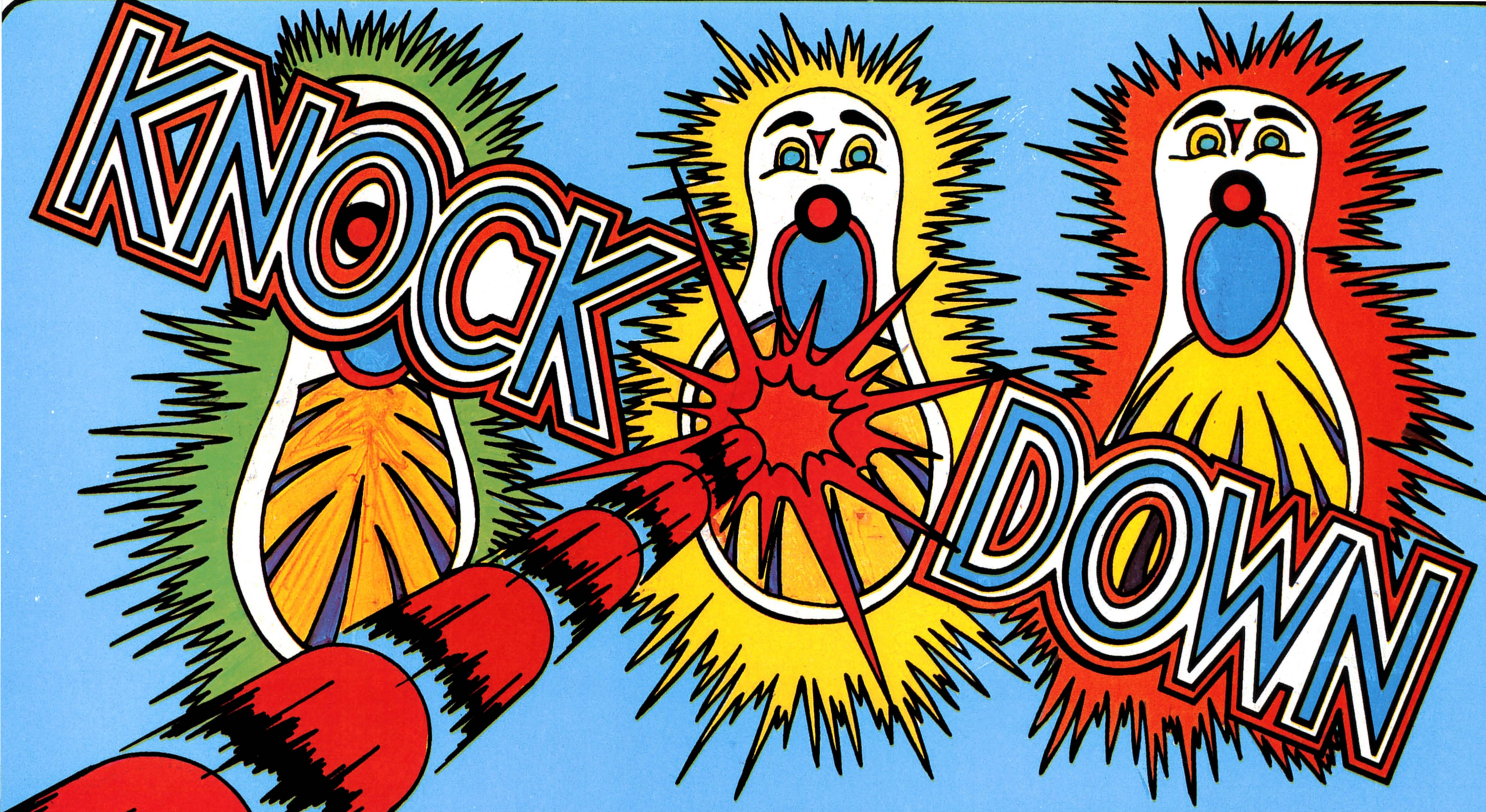
800/543-3437



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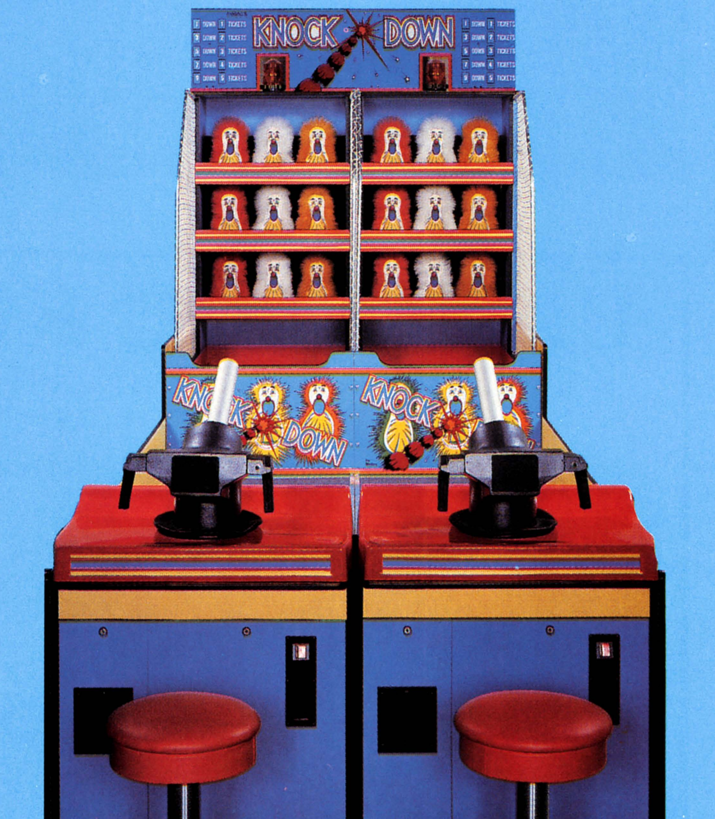
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Phone: (408) 923-1302
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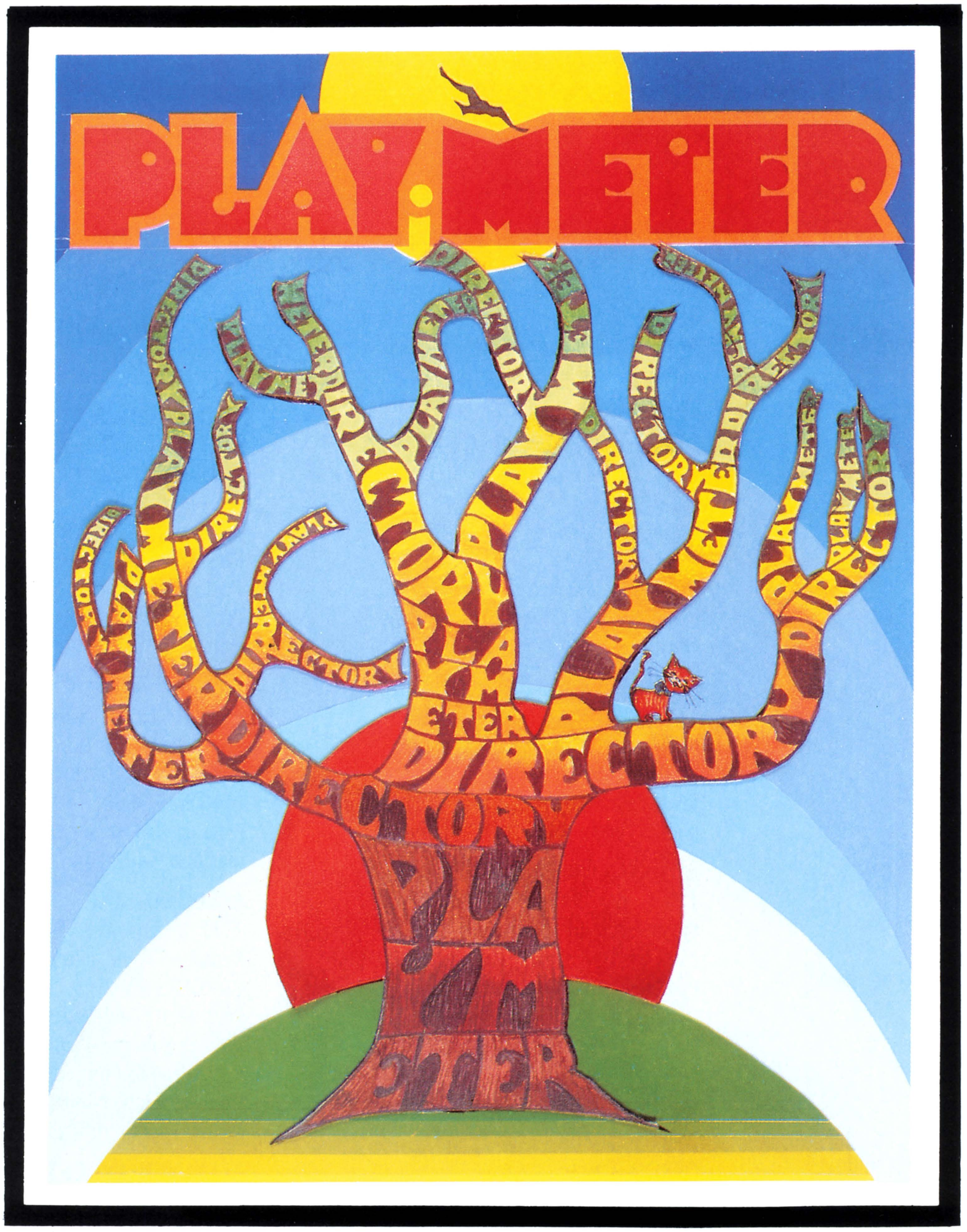
System (shown in photo)
Height: 8½ ft.
Width: 62½ inches
Depth: 16½ ft.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Timonium, MD 21093
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Cable: PARKWAY
President: Irvin Kovens
Sales Manager: Ed Kovens
Product Line: Capsules, eggs, stamp vendors, video games, cigarette and candy machines, pinballs, coin counters and drink vendors.

A.C.S. CORP.
P. O. Box 16135
407 Blade Ave.
Cincinnati, OH 45216
(513)242-6566
President: James Ernest
V-P: Tom Medcalf
Product Line: Compatibility machine.

A.I.M.M. MARKETING INC.
7212 Pines Road
Shreveport, LA 71129
(318)686-2372
Product Line: Horshu novelty game.

ACTION INDUSTRIES
2011 Old Cuthbert Rd
Cherry Hill, NJ 08034
(604)429-2050
President: Richard Sukinik
Product Line: Foul Shooter and Foul Shooter II.

ACTION SURF VIDEOS
511 First Street
Suite 215
Encinitas, CA 92024
(619)943-0975
President: Donald W. Tardiff
Sales Manager: Donald Twyman
Service Manager: Jeff Meir
Product Line: Manufacturer of Surfin, the waterless surfing video.

ADRIAN ENTERPRISES
49 Radtko Ave.
Randolph, NJ 07869
(201)377-6946
Product Line: Electronic novelty games.

ADVANCED VIDEO TECHNOLOGY
147 So. Vinewood St.
Escondido, CA 92025
(619)747-1533
(800)852-2223
(619)747-1588 Tech Support
General Manager: Paul Davidson
Office Manager: Jeanette Davidson
Technical Support: Hans Richardson
Product Line: Card game-themed video games and kits; parts and service for Cal Omega product.

ADVANCE CUSTOM CABINETRY
4349 Okeechobee Blvd
Suite E-6
West Palm Beach, FL 33409
(305)686-6719
President: Richard Bandell
Product Line: "Elepunts" upright crane.

ADVANCED TELESYSTEMS, LTD.
135 Route 22
Springfield, IL 07081
(201)376-8777
Product Line: Credit card and coin pay phones.

ADVANCED TELESYSTEMS LTD.
135 Route 22 East
Springfield, NJ 07081
(201)564-9696
Product Line: Coin-op pay phones.

AIR CHECK
P. O. Box 501
North Superior Ave.
Baraga, MI 49908
(906)353-6090
(800)543-1230
Sales: Mark Niemela
Product Line: Compressed air and air water vending machines.

AIR DEPOT, INC.
1501 W. Campus Dr.
Unit L
Littleton, CA 80120
(303)795-2146
President: John S. Ray
Product Line: Coin operated tire inflation centers.

AIR VEND, INC.
1370 Mandota Heights
Mandota Heights, MN 55120
(612)454-0465
Product Line: coin-op compressed air vendor for tire inflation; vacuum and air-vac units for automobiles; windshield washer fluid dispenser.

AIR-TABLE-HOCKEY
P. O. Box 1024
Boulder, CO 80306
(303)444-9164
President/Sales Manager:
Mark J. Robbins
Product Line: Coin-op Formica-top Air-Hockey table, tournaments and promotions, parts.

ALL AMERICAN AMUSEMENT CO.
369 Beach Road
Burlingame, CA 94010
(415)343-7663
Telex: 910-374-3000
President: Satish Bhutani
Customer Service: Kamal Chanana
Product Line: Coin-op amusement games including Super Flip gumball vending miniball game.

ALL HEALTH PRODUCTS
98 Cutter Mill Rd.
Great Neck, NY 11021
(516)829-5000
Product Line: 144-capacity condom machine with knob mechanism.

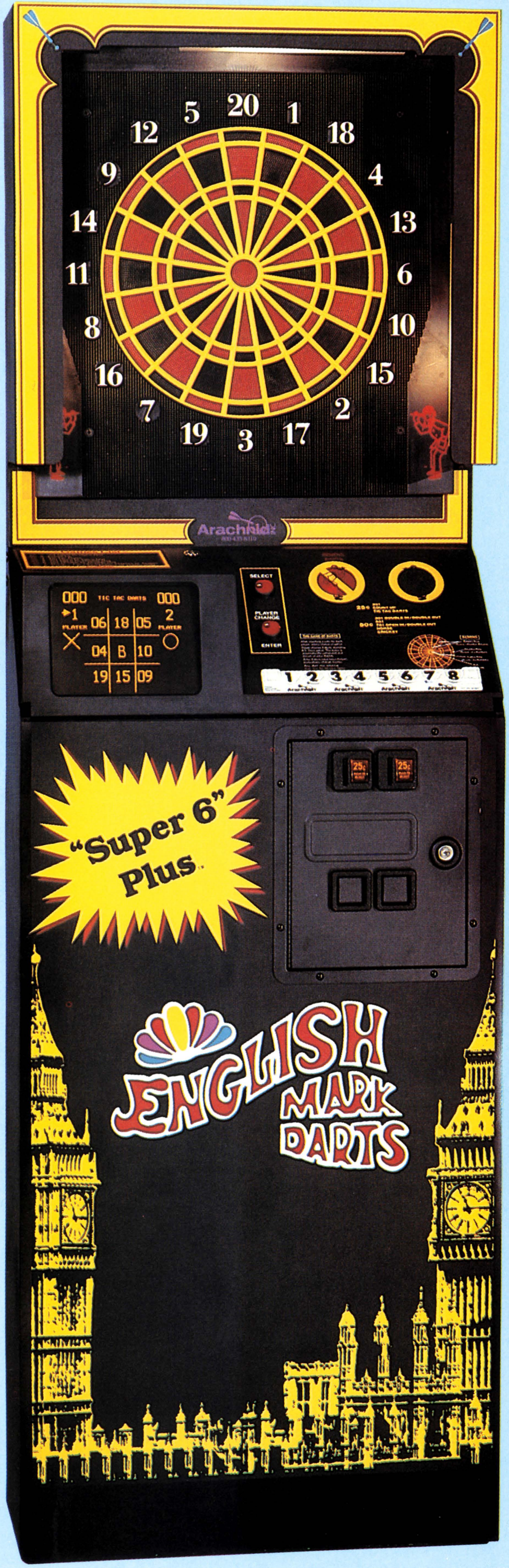
ALLEGRO, INC.
2711 152st. Ave. NE
Redmond, WA 98052
(206)885-9382
President: Paul Axtell
Vice President: Paul Monson
V.P. of Marketing: Gary Frank
Product Line: Ninja Web Novelty game; sports reflex game.

ALLIANCE INDUSTRIES
656 Ajax Drive
Madison Heights, MI 48071
(313)583-1603
Product Line: Coin-op tire inflators.

ALTEC MANUFACTURING INC.
P.O. Box 20215
Reno, NV 89510
(702)323-2900
(800)423-8779
Product Line: Amusement devices such as cranes, basketball, games & video games.

ALTER ENTERPRISES
25 Dwight Place
Fairfield, NJ 07006
(201)882-9866
President: William Alter
Vice President: Earl Heller
Service Manager: Michael Regula
Parts Department: Peter Brinkerhoff
Product Line: Remote controlled boats and cars for amusement parks.

"Super 6" Plus™


5
20
1
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13
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7
2
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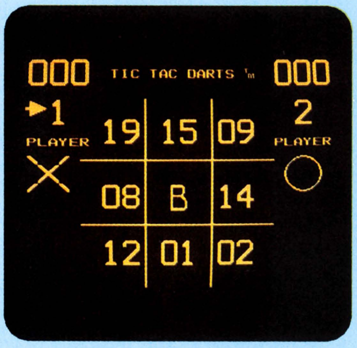
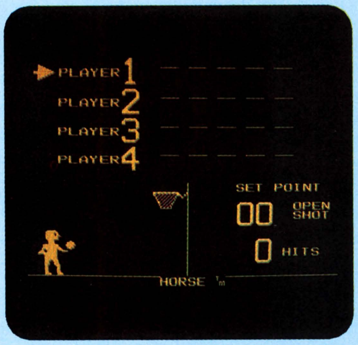
17
Arachnid
SELECT
PLAYER CHANGE
ENTER
1 2 3 4 5 6 7 8
"Super 6" Plus
ENGLISH MARK DARTS

Super 6 Plus™

Exciting new games from Arachnid, Inc. are now available for all on location Super 6 English Mark Darts games. Take advantage of the expansion capabilities of the Super 6 by installing Super 6 Plus™.


000
TIC TAC DARTS ™
000
➜1
PLAYER
2
PLAYER
19 15 09
08 B 14
12 01 02

Tic Tac Darts™ — The game that brings one of the most familiar pastimes ever to darts. Connect three squares and win, while your opponent also tries to connect three. Tic Tac Darts™ is a new game every time it is selected, the computer randomly generates a new number combination for each game of Tic Tac Darts™.


➜PLAYER 1
PLAYER 2
PLAYER 3
PLAYER 4
SET POINT
00
OPEN SHOT
0
HITS
HORSE ™

Horse™ — The traditional street basketball game comes to English Mark Darts! Issue the letters H-O-R-S-E to your opponents and knock them out of the game. Horse™ is an innovative game for competitive players. Watch the Super 6 Plus™ screen for the basketball player making a shot with each scoring dart.

Arachnid INC T.M.
The Originator of Electronic Darts
P.O. Box 2901
Rockford, IL 61132-2901
800-435-8319 or
in Illinois (815) 654-0212

AMUSEMENT & MUSIC
AMOA
OPERATORS ASSOCIATION ®
Member

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Copyright Pending on both Tic Tac Darts™ and Horse™
Patent Pending - Video Monitor Application

AMAZING PHOTOS, INC.
2621 Pico Blvd.
Unit J
Santa Monica, CA 90405
(213)829-0888
President: Mark Trotter
Engineer: John Biondo
Vice President: John Waldron
Product Line: Makers of
non-chemical coin-op photo booths.

AMERICAN MEDICAL SCREENING
6112 N. 16th Dr.
Phoenix, AZ 85015
(602)252-1545
President: Paul Reichert
Product Line: Coin-op pulse meters
and scales.

AMERICAN PAY PHONE SYSTEMS
22900 Ventura Blvd. #116
Woodland Hills, CA 91364
(818)888-6200
Product Line: Coin-op pay phones.

AMERICAN SHUFFLEBOARD CO.
210 Paterson Pl. Rd.
Union City, NJ 07087
(201)865-6633
President: Mary Cusano
Secretary & Gen. Mgr: Nicholas
Melone
Sales Manager: Sol Lipkin
Asst. Sales Mgr: Richard Delfino
Service Manager: Leo Stelter
Product Line: Table shuffleboards,
pool tables, bumper pool, hockey.

AMERICAN SQUASH-FRONT, INC.
1016 South Wayne St.
Suite 809
Arlington, VA 22204
(703)920-0230
Product Line: Table sports games.

AMERITEL COMMUNICATIONS CORP.
5700 Flatiron Pkwy.
Boulder, CO 80301
(303)447-0100
Fax: 303-443-5108
President: Norman H. Farrow
Director of Sales: Tom Hurrle
VP Field Operations: Ronald Scherer
Accounting Mgr.: Ken Zimmermann
Product Line: Distributor of
Stromberg-Carlson and Elcotel
pay phones and related booths.

AMUSEMENT GAMES TECHNOLOGY
25 Hutcheson Place
Lynbrook, NY 11563
(516)593-5050
Contact: Jed Forman
Product Line: Winner crane.

AMUSEMENT SERVICE CO.
P. O. Box 19755
Station N
Atlanta, GA 30325
(404)351-0414
Location: 1950 Howell Mill Road
President: Leon Sokolic
Product Line: Coin-op VHS Systems.

AMUSEMENT TECHNOLOGY
1 Executive Center
Ocean, NJ 07712
(201)918-0300
(800)272-1371
President: George Braverman
Executive V-P: Merrill Braverman
Director of Customer Relations:
Patricia Householder
Product Line: Kiddie rides, Max
Experience.

ARACHNID, INC.
6421 Material Ave.,
Box 2901
Rockford, IL 61132
(815)654-0212
(800)435-8319
Telex: 270576
President: Paul F. Beall
Vice President: Steve Tillery
Secretary: Mike Tillery
Director of Marketing Sales:
Bernard Powers
V-P Marketing: Sam Zammuto
V-P Manufacturing: Chris Beard
V-P Sales: Marcio Bonilla
V-P of Wood Cabinetry: David
Tillery
V-P, Chief Financial Officer:
Ed Reichensperger
Purchasing Manager: Owen Anderson
Advertising Mgr: Russell Peters
Inside Sales: Shirley Merlo
Chief Engineer: Gene Harlan
Service Tech: Connie Reese
Promotion Consultant: Bob Hodges
Product Line: Coin-op electronic
dart games; darts and accessories.

ARCADIA SYSTEMS
201 San Antonio Crl.
Suite 263
Mountain View, CA 94041
(415)949-5290
Fax: 415-949-0157
Telex: 910-240-9392 ARCADIA USA UQ
President: Justin G. Heber
Chairman: Martin S. Alper
Director: Frank Herman
European Operations: Geoff Heath
Product Line: Video games and
conversion kits.

ASTROPICK, INC.
P. O. Box 2075
101 Hopkins Ave.
Haddonfield, NJ 08033
(609)665-9051
President: Sam DePasquale
Vice President: Joseph Gould
Secretary/Treasurer:Ralph Anastasio
Product Line: Maker of a lucky
number dispensing novelty game.

ATARI GAMES CORP.
675 Sycamore Dr.
Milpitas, CA 95035
(408)434-3700
Chairman: Masaya Nakamura
President: Hideyuki Nakajima
Chief Financial Officer: John Klein
Director of Marketing:Mary Fujihara
V-P Sales: Mike Taylor
Regional Sales Mgr: Jim Newlander
Midwest Sales Mgr: Frank Cosentino
Western Reg. Sales Rep: Greg Rice
Products Managers: Linda Benzler &
Jerry Momoda
Field Service Mgr: Mark Sherman
Customer Service Mgr:Elaine Shirley
Product Line: Dedicated videos,
conversion kits, convertible video
game system.

ATLAS BILLIARDS
86 Whiteing St.
Painville, CT 06062
(203)747-3672
Owner: Allen Babin
Product Line: Custom-built, antique
style pool tables.

AUTO PHOTO SYSTEMS
2722 Walnut Ave.
Tustin, CA 92680
(714)731-3121
President: Jerry Schill
V-P: Jim Henderson
Marketing Director: Marvin Reiner
Product Line: Coin-op photo booths.

AUTOROVO KIDDIE RIDES OF AMERICA, INC.
400 B Lansdown Rd.
Box 907
Fredericksburg, VA 22404
(703)373-2853
(800)231-5152
President: Benny Vos
Product Line: Coin-op kiddie rides
with electronic music and voice,
mechanical & hydraulic, carousels,
manufactured in Holland, assembled
in Virginia.

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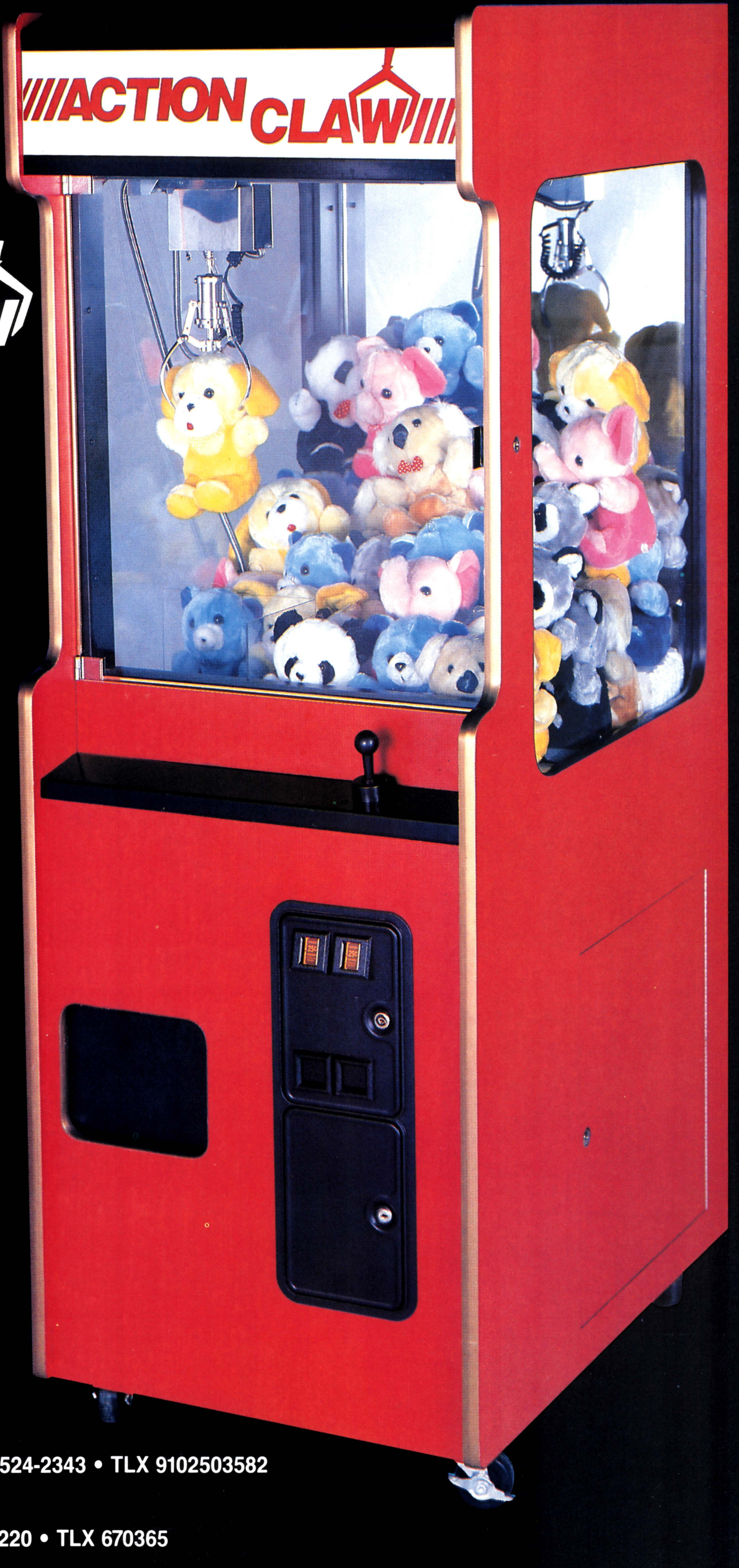

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Arlington, TX 76011
(817)261-5290
President: Frank Love
Vice President: Barbara Sutton
Operations Mgr.: Don Miller
Product Line: Self-serve auto care centers (air and air vacuum units).

BALLY MANUFACTURING CORP.
8700 W. Bryn Mawr
Chicago, IL 60631
(312)399-1300
Telex: 9102211008
Pres., Chr. & CEO: Robert Mullane
Executive V-P & COO: Roger Keesee
V-P Corp. Comm: William Peltier
Secr./Gen. Counsel: Neil E. Jenkins

BALLY MIDWAY-SENTE
10601 W. Belmont Ave
Franklin Park, IL 60131
(312)451-9200
(800)323-7182
Telex: 721596
President: Joseph Dillon
V-P Mktg./Sales: Steve Blattspieler
V-P Finance: Bob Webber
V-P Manufacturing: Larry Morgan
V-P Human Resources: Scott Robinson
Advertisisng Manager: Laura Rezek
Mgr./Mktg. & Research: Larry Stalmak
Service Manager: Arnie Aarstad
Parts Manager: Brian Osowski
Product Line: Arcade, video and pinball games.

BALLY MIDWAY SENTE
1289 Anvilwood Ave.
Sunnyvale, CA 94089
(408)744-1414
(800)323-7182
Telex: 101/650177
President: Joseph Dillon
Executive V-P: Robert Lundquist
Product Line: Coin operated kits, pinballs, dedicated video and system video games.

BERNING SCALE SERVICE
P. O. Box 41414
Chicago, IL 60641
(312)587-1839
Contact: Bill Berning
Product Line: Coin-op horoscope and fortune scales.

BETATEK, INC.
1665 E. 18th St.
Bldg. 208
Tucson, AZ 85719
(800)227-6947
Product line: Novelty games.

BETSON ENTERPRISES
6 Empire Blvd.
Moonachie, NJ 07074
(201)440-2200
(800)524-2342
Chairman: Bert Betti
President: Hugh Betti
Executive V-P: Joe Cirillo
V-P Sales: Art Warner
Dir. of Operations: Neal Rosenberg
Parts Manager: John Feltz
Sales: Scott Keller, Wylie Irwin
Product Line: Manufacturer reps for coin-op prize redemption skill games, i.e. Big Choice, Silver Skis Big Dipper, Fantasy Island, Skill-O-Bingo, Crown Jewel, Top Choice, and Vegas Roulette.

BOB'S SPACE RACERS, INC.
427 15th St.
Daytona Beach, FL 32017
(904)677-0761
President & Owner: Bob Cassata
Gen. Mgr.Engineer: Jack Mendes
Operations Manager: Jack Cook
Controller: Michael Lane

Snare Missed Darts With Arachnid Web T.M.

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Fits all 6000, 4500 and 5000 model games

Durable one piece construction

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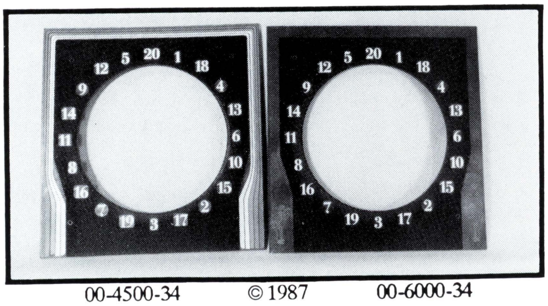
Shortens game time



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P.O. Box 2901 • Rockford, IL 61132-2901
(IL) 815-654-0212 • 800-435-8319

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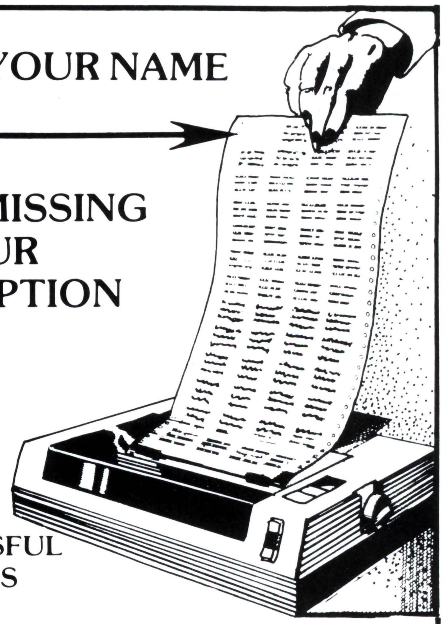

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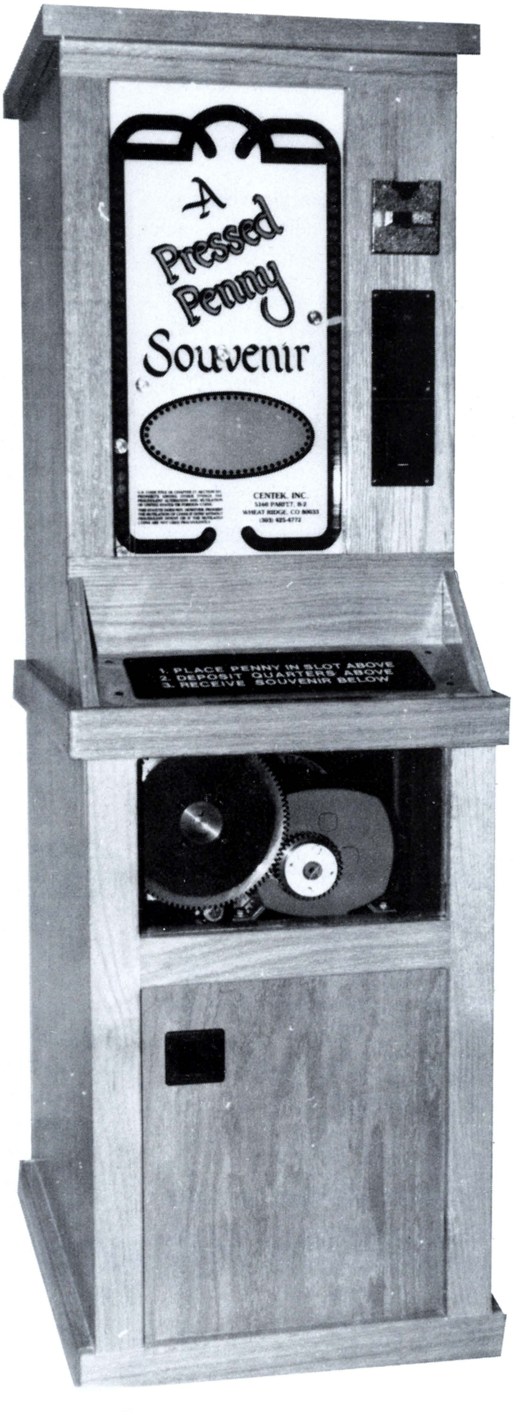
A Pressed Penny Souvenir
CENTEK, INC.
5160 PARFET, B-2
WHEAT RIDGE, CO 80033
(303) 425-4772
1. PLACE PENNY IN SLOT ABOVE
2. DEPOSIT QUARTERS ABOVE
3. RECEIVE SOUVENIR BELOW

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- * NEW JAM PROOF PENNY VALIDATION
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- * CUSTOM STAINS UPON REQUEST(Allow 2 weeks)
- * BRASS EAGLE LEGS(Option)
- * PRICES FROM 25¢ TO $1.25
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- * ALL DIES CUSTOM-MADE
- * NO OBSOLESCENCE

CENTEK INC.
5160 PARFET B#2
WHEAT RIDGE, CO 80033
303/425-4772

Product Line: Coin-op arcade games, non-coin group competition games.

BRADY NOVELTY
1415-B Crossbeam Dr.
Charlotte, NC 28217
(704)525-8130
(800)451-8697
Product Line: Crane and rotary merchandise.

BRESNAHAN TECHNOLOGIES
913 Cordell Street
Denton, TX 76201
(817)382-2112
Owner/Tech.: Michael Bresnahan
Sales Manager: Roger Bresnahan
Service Manager: Michael Bresnahan
Product Line: Manufacturers of "Select-a-Game".

BROOKE CO. MARKETING, INC.
21 Locust Ave. Suite 20
New Canaan, CT 06840
(203)972-1167
Phone: (203) 966-8232
Product Line: "Breath Shot".

BRUNSWICK CORPORATION/BILLIARD DIVISION
One Brunswick Plaza
Skokie, IL 60077
(414)857-7374
Operations Director: James Bakula
Product Line: Billiard tables.

CAPCOM USA, INC.
1283-C Mountain View
Alviso Road
Sunnyvale, CA 94089
(408)745-7081
Telex: 62916740
Fax: 408-745-7920
Chairman: Kenzo Tsujimoto
President: George Nakayama
Dir. of Sales & Mktg: Joe Morici
Regional Sales. Mgr.: Bill Cravens
Product Line: Manufacturers of upright and kit video.

CAPITAL TEL SYSTEMS, INC.
389 Passaic Ave.
Fairfield, NJ 07006
(201)882-1314
(800)524-0671
President: Aaron Freidman
Officer: Harvey Kushner
Product Line: Coin-op cash phone.

CAROUSEL INTERNATIONAL CORPORATION
P. O. Box 307
Eldon, MO 65026
(314)392-7122
(800)325-7122
Officers: Norwood E. Veatch, Sr., N. Earl Veatch, Jr.
Sales Manager: Brad E. Veatch
Service Manager: Velda Simmons
Product Line: Kiddie Rides.

CAROUSEL INDUSTRIES, INC.
1757 Winthrop Dr.
Des Plaines, IL 60018
(312)390-9030
Product Line: Egg/capsule vending machine, capsule vending game, sale incentive premium systems, crane merchandise.

CEECO
1580 N. W. 65th Ave.
Plantation, FL 33313
(305)587-5430
President: Mel Haist
V-P: Nancy Haist
General Manager: Alvin Seniawsky
Product Line: Telephone equipment.

CENTEK
5160 Parfet #B-2
Wheat Ridge, CO 80033
(303)425-4772
Officer: Tim Prize
Product Line: Penny-imprinting novelty machine.

CENTURY, INC.
1545 W. 134th St.
Unit F
Gardena, CA 90249
(213)532-2351
President: Jerry Monday
Product Line: Coin-operated, one to eight players prize redemption game.

CHARDEE ELECTRONICS, INC.
1540 Donna Road
Lake Worth, FL 33460
(305)697-5174
Product Line: Cranes.

CHECK YOURSELF
dba Check Yourself
55 Hudson Avenue
Freeport, NY 11520
(516)379-4719
(800)962-1002
President: William Wolfe
Product Line: Check Yourself electronic breath alcohol scanner; Better Safe condom vending machines.

CHICAGO PAY PHONE SERVICE, INC.
5932 N. NW Hwy.
Chicago, IL 60631
(312)794-1888
Product Line: Pay phones.

CHOICE AMUSEMENT CO.
11104 N. Lamar Suite D
Austin, TX 78753
(512)836-4200
Product Line: Cranes.

CINEMATRONICS, INC. (see The Leland Corp.)

COIN-IT, CO.
4380 N.W. 72nd Ave.
Miami, FL 33166
(305)593-5111
Fax: 305-594-0617
Telex: ITT 441879 COIN IT
President: Joel Hochberg
Technician: Bob Gilman
Sales/Parts/Service: Diana Hammond
Product Line: Game designer, software licensors, conversion kit supplier.

COINDATA, INC.
107-D Dick Buchanan
Lavergne, TN 37086
(615)793-9142
Telex: 534623 YARBRC
President: Jon Yarbrough
Production Manager: Victor Scpulveda
Sales/Shipping: Elizabeth Chapman
Technical Service: Ed Lollar
Product Line: Video card games, conversion kits and personal computers.

COMMUNIDYNE, INC.
636 Anthony Trail
Northbrook, IL 60062
(312)498-2444
Telex: 757337
Fax: 992-1159
President: Roger Gerber
VP Operations: William Mann
Product Line: Custom PC boards, breath analyzers, condoms, condom dispensers.

COMPUTE-A-PULSE
7200 Montgomery N.E.
Suite 222
Albuqerque, NM 87109
(505)883-9674
Owner: Don Brown
Product Line: Scales, stress and pulse machines, bio-rhythm machines.

COMPUTER AMUSEMENT SYSTEMS
95 Morton Street
New York, NY 10014
(212)929-8355
(800)221-7660
Telex: 220883 TAUR
President: Sam Kendes

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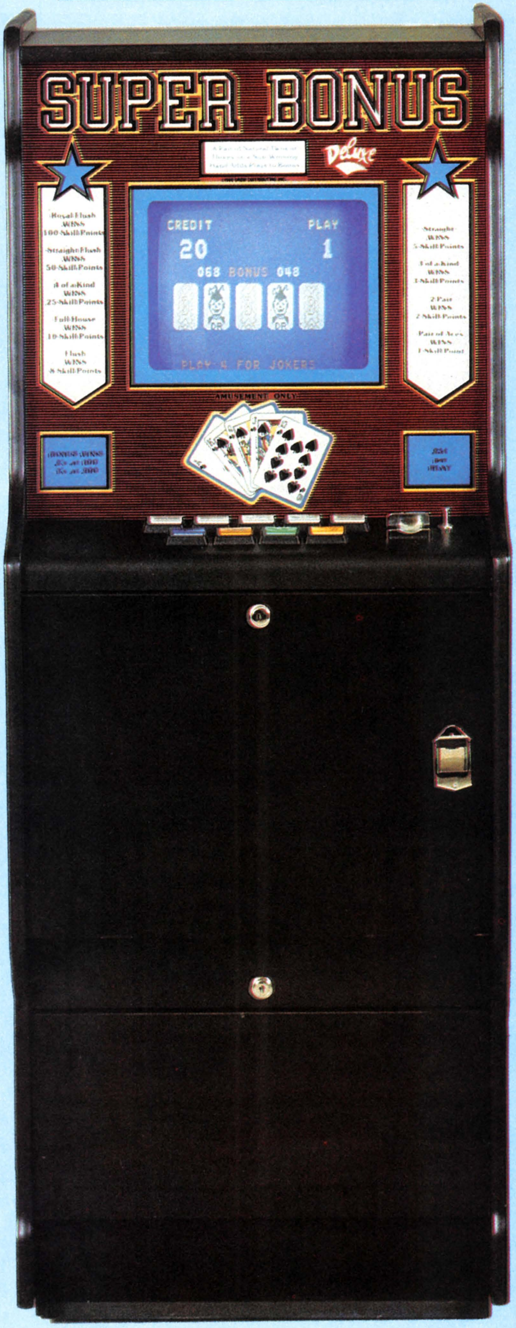

Royal Flush
WINS
100 Skill Points

Straight Flush
WINS
50 Skill Points

4 of a Kind
WINS
25 Skill Points

Full House
WINS
10 Skill Points

Flush
WINS
8 Skill Points

Straight
WINS
5 Skill Points

3 of a Kind
WINS
3 Skill Points

2 Pairs
WINS
2 Skill Points

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WINS
1 Skill Point

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2's at 100
3's at 200

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Per
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Power Supply — 6 Months

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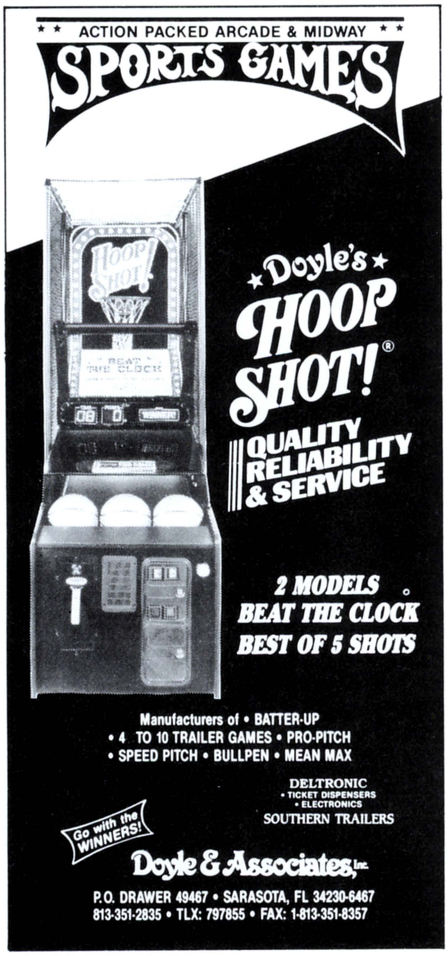
Drew's Distributing, Inc.
P.O. Box 632
Fairforest, SC 29336
Phone (803) 574-0162

Director of Marketing: Ken Kendes
Product Line: Computer portrait systems, black and white and full color system.

COMPUTER INSTRUMENTS
100 Madison Ave.
Hempstead, NY 11550
(516)483-8200
Telex: TWX510-222-4189
President: Herbert Adise
V-P Medical Division/Sales Manager: Burton Birmbaum
Product Line: Coin-op pulse rate and fitness checking novelties.

COMPUTER KINETICS
31129 Vid Colinas
#701
Westlake Village, CA 91362

CONTINENTAL MANUFACTURING
611-623 Holt Street
P. O. Box 3232
Montgomery, AL 36109
(205)272-2460
(205)265-9738
President: H. Jack Windsor
Sales Manager: Bill Windsor
Product Line: Coin-operated pool tables and video kit retrofits.



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CONTROL INDUSTRIES
841 NW Bond
Bend, OR 97701
(503)389-1969
Contact: Gary Dane
Product Line: Coin-op pay phones.

CORPORATION SONATA, S.A.
P.O. Box 4217
San Diego, CA 92104
(619)282-7568
Representative: George Furquron
Product Line: All referbished jukeboxes.

CRANES-N-THINGS, INC.
8390 Currency Drive
Suite 5
Riviera Beach, FL
(800)433-0601
Product Line: Cranes.

DATA EAST PINBALL, INC.
1990 Janice Avenue
Melrose Park, IL 60160
(312)345-7700
V-P/General Manager: Gary Stern
R&D: Joe Kaminkow
Engineer: Claude Fernandez
Engineer: Lou Rudolph
Executive Assistant: Shelly Sax
V-P Sales/Int'l Dir. of Marketing/Domestic: Jeff Walker
Product Line: Manufacturer of pinball machines.

DATA EAST, INC.
470 Needles Dr.
San Jose, CA 95112
(408)286-7074
Telex: 172163
Fax: 408 286 2071
President: Robert Lloyd
V-P/Liaison Officer: Hideo Fukuda
V-P Sales & Marketing: Steve Walton
V-P Int'l Sales Pinball/Director of Marketing: Jeff Walker
V-P Finance: Margo Hober
Director of Sales: Jolly Backer
V-P Engineering: Tom Wieske
Sales & Mktg. Asst: Casey Tallman
Executive Assistant: Sharon Moyer
Customer Service Mgr.: Neal Zook
Product Line: Upright & cocktail table videos, laserdisc games, novelty games, multi-conversion kits, PC board conversion kits and pinballs.

DAVIS BILLIARD BALL CO.
1311 Knight Street
Arlington, TX 76015
(817)467-6453
Product Line: Manufacturer of billiard balls.

DESIGN PLUS INDUSTRIES
737 E. Marietta Ave.
Peoria Heights,, IL 61614
(800)541-1288
Product Line: Coin operated mini-basketball shooting game.

DEUTSCHE WURLITZER
4265 San Felipe
Suite 1200
Houston, TX 77025
(713)622-6013
Sales Manager: Susan Becher
Product Line: Jukeboxes.

DIGITRONICS MANUFACTURING
3603 Clearview Place
Atlanta, GA 30340
(404)452-1700
Product Line: Phones and parts.

DOYLE & ASSOCIATES, INC.
P. O. Drawer 49467
Sarasota, FL 34230
(813)351-2835
(800)237-2254
Telex: 797855 AMUSEGAMESHATS
Pres. & Sales Mgr.: M. "Skip" Doyle
V-P & Treasure: Sondra K. Doyle
General Manager: Rich Wilson
Chief Engineer: W. Hyden Fisk
Product Line: Coin-operated sports theme redemption games including basketball tossing and pitching/batting games.

DREW'S DISTRIBUTING
P. O. Box 632
Fairforest, SC 29336
(803)574-0162
President: Hugh Andrews
Sales Manager: Tim Caldwell
Parts: Phillip Caldwell
Service: Chuck Howell
Product Line: Video card games, skill cranes.

DUDLEY'S KIDDIE AMUSEMENT
P. O. Box 939
Florence, MS 39073
(601)845-7501
(800) 251-9424 (inside MS)
(800) 647-6460 (outside MS)
President: Tom Dudley
Product Line: New and refurbished kiddie rides and security coin box.

DUFFERIN, INC.
4240 Grove Avenue
Gurnee, IL 60031
(312)244-4762

President: Bob Nixon
Product Line: Challenger pool table, billiard balls, cues and cloth.

DYNALOG, INC.
6000 Peachtree Ind.
Norcross, GA 30071
(404)441-0695
President: John McCaa
Product Line: Videoscale.

DYNAMO CORPORATION
2525 Handley-Ederville Road
Richland Hills, TX 76118
(817)589-7699
(800)527-6054
Fax: 8172847606
President: Bill Rickett
Executive V-P: H. L. Coats
V-P Sales & Marketing: Mark Struhs
Product Line: Pool table soccer and air hockey tables; universal video game cabinetry/hardware. Contract manufacturers.

DYNASOFT
3218 McConnell St.
Joplin, MO 64801
(417)485-2800
Contact: Mark Reynolds
Product Line: Cranes.

EARNEST TELECOM, INC.
6475 Jimmy Carter Bl
Norcross, GA 30071
(800)456-8353
President: Joe Earnest
Product Line: Retrofit kits and coin and coin/credit card phones in GTE or Western Electric cases.

EASTERN MANUFACTURING
3172 Oakcliff Industry Street
Atlanta, GA 30340
(404)457-6426
President: Rick Voeckler
Product Line: Coin-op alcohol breath testing machine, mood analyzer, bio-rhythm, memory tester.

E.B. METAL INDUSTRIES, INC.
P. O. Box 149
Whitehall, NY 12887
(518)499-1222
Owner: Evelyn Friedman
Product Line: Condom and sanitary napkin venders; newspaper venders; coin mechs for all such venders.

ED HANNA
P. O. Box 4568
Ithaca, NY 14852
(607)257-3333
(607)257-3334
Owner: Edward A. Hanna
Sales Managers: Edward A. Hanna and Andrew Hughes
Service Manager: Tom Ryan
Product Line: Manufacturer of automatic photo machines. Handles parts and supplies for photo machines.

ELCOTEL, INC.
6429 Parkland Dr.
Sarasota, FL 34243
(813)758-0389
Sales Manager: Nick Branican
Product Line: Coin-operated "smart" pay phones.

ENTERTAINMENT ENTERPRISES
25 Hutcheson Place
Lynbrook, NY 11563
(516)593-5050
(800)645-2162
Telex: 146-347
President: Jed Forman

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Match any conversion kit with a cabinet that's just like original equipment. A whole new game . . . at 60% of the cost!

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- Over/under coin door
- Exclusive interface wiring board (shown above)

For more information, contact your Dynamo distributor or Dynamo Corporation.

Dynamo

2525 Handley-Ederville Road Richland Hills, Texas 76118
817-589-7699 Toll Free 800-527-6054 FAX 817-284-7606

Sales: Shelley Banks
Product Line: Video upright and countertop card games, conversion kits; Condom vending machines.

ENTERTAINMENT VIDEO
1001 Lower Landing Rd.
Bldg. #3
Blackwood, NJ 08012
(609)232-1400
Product Line: Laser disc video jukebox and the Coke a Cola video van, and a video display board.

ESSEX ENGINEERING
Essex Industrial Pk.
Essex, CT 06426
(203)767-8221
Product Line: Video tape dispenser and fresh flower dispenser.

EXIDY, INC.
5122 Calle Cel Sol
Santa Clara, CA 95054
(408)496-6466
President: H. R. "Pete" Kauffman
V-P: Virginia Kauffman
Product Line: Video and arcade games; kits.

E.Z. TECH
3300 Plaza del Paz
Las Vegas, NV 89102
(702)876-3092
President: Fred Gillmann
Product Line: Button versions of Wedges/Ledges prize-vending games.

FARR SCALE CO.
417 W. Main St.
Hummelstown, PA 17036
(717)566-9449
Owner & General Mgr.: Ray Farr
Asst. General Mgr.: Tom Farr
Mgr. Philadelphia Div.: Dick Sowers
Mgr. Florida Div.: Susan Farr Forbes
Product Line: Coin-op scales.

FLEX-TRON CORP.
P. O. Box 471912
Tulsa, OK 74147
(918)493-3653
Product Line: Manufacturers of Flex-Tron arm wrestling novelty game.

FOXTRONICS, INC.
2984 First St.-H
La Verne, CA 91750
(714)593-6129
Product Line: Coin operated video amusement poker.

GAMEMASTERS
5555 Oakbrook
Suite 240
Norcross, GA 30093
(404)662-5666
President: Mike Macke
National Sales Manager: Doug Connor
Product Line: Rotary merchandiser and basketball game.

GAME OPERATORS CORPORATION
1617 West Harry St.
Wichita, KS 67213
(316)267-7371
Officer: Ronnie Cazel
Officer: Richard Snyder
Sales Manager: Tom Mairs
Product Line: Manufacturer of "The Answer" a convertible video game system; uprights, cocktails, countertops and cockpits.

GAME PLAN, INC.
1515 W. Fullerton
Addison, IL 60101
(312)628-8200
Telex: 20-6098

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P.O. BOX 24970 NEW ORLEANS, LA 70184

President: Wendell McAdams
Material Ser. & Mfg. Mgr.:
Donald Reagan
Engineering: Ed Cebula
Mktg. Coord.: Arlene DiGiacinto
Product Line: Videos, slot machines, pinball games, currency handling equipment.

GAMES OF NEVADA
2575 So Highland Dr.
Las Vegas, NV 89109
(702)732-1414
Telex: 910-397-6911
Owner: Michael Wichinsky
General Manager: George J. Levine
Mgr. of Video Div.: Victor Y. Tsao
Mfg. Manager: Frank Dessimone
Product Line: Electronic gaming devices, specialty machines, video machines.

GAMES OF TENNESSEE, INC.
220 River Road
Shelbyville, TN 37160
(615)684-0100
Product Line: Video draw poker.

GAMETRONIX INTERNATIONAL
8053 Bloomington Fwy
#121
Minneapolis, MN 55420
(612)935-4775
President: Thomas Swenningson
Product Line: Non-video countertop games; amusement park games.

GLADWIN, INC.(PHILLIPS & BROOKS)
3319 Old Oakwood Rd.
Oakwood, GA 30566
(404)536-6023
President: John Margeson
Exec. VP: Frank Zimmerer
Product Line: Coin telephones; enclosures.

GLOBAL BILLIARDS
1263 W. 132nd St.
Gardena, CA 90247
(213)327-0562
President: Torben Gramstrup
Product Line: Coin-op pool tables in both modern and antique styling; commercial tables plus a full line of home tables.

GLOBAL IMPORTS
604 Main Street
Davenport, IA 52803
(800)553-8000
Product Line: Upright crane.

GOLD MEDAL PRODUCTS CO
2001 Dalton Ave.
Cincinnati, OH 45214
(513)381-1313
(800)543-0862
Telex: 298235 GMHQUR
President: D. B. Evans
Vice President: J. C. Evans
Mktg. & Adv. Mgr: Nelson Drummond
Nat'l Sales Mgr: Dan Kroeger
V-P Manufacturing: Ed Tschan
Product Line: Full line of concession/snack bar equipment and all related products.

GOLDEN CIRCLE MARKETING
P. O. Box 122
532 Van Hook St.
Milan, TN 38358
(901)686-9213
President: Joe Smith
Product Line: Coin-op scales and pulse meters.

GOLDEN TOUCH MFG.
2915 46th Ave. West.
Bradenton, FL 34207
(813)758-5212

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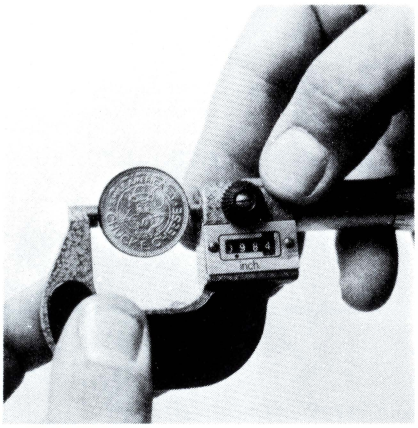

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Product Line: Crane games.

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775 Nicholas Blvd.
Elk Grove Village, IL 60007
(312)593-2770
President: David Marofske
Vice President: Stan Jarocki
Executive Director: Henry Ross
Service Manager: Andy Ducay
Product Line: Novelties and other coin-op amusement games.

GRAYHOUND ELECTRONICS
Route 37 & Germania
Station Road
Toms River, NJ 08753
(201)341-5200
(800)222-0491
Chairman: Carmen Ricci
V-P Sales: Thomas Ricci
Product Line: Countertop and upright video card games, Video Trivia & Reflex games; Skill crane, rotary, and supplies.

GREMLIN INDUSTRIES
6861 Nancy Ridge Dr.
San Diego, CA 92121
(619)457-1994
VP of Manufacturing: Tom Liskowaik
Product Line: Wall games using infra-red sensors.

G & S MANUFACTURING
15110 Foltz
Industrial Pkwy.
Strongsville, OH 44136
(216)572-5225
Ed Griffiths
Joe Sieder
Product Line: Stars and Stripes big ball bowler.

GTE SUPPLY
5225 Wiley Post Way
Lakeside Plaza #2
Salt Lake City, UT 84116
(801)537-5200
(800)222-1018
Western Region Sales: Brent Hunt
Eastern Region Sale: Sylvia Trotter
Central Region: Marianne Harrison
Product Manager: Pam Bray
Product Line: Complete line of pay telephones.

HOFFMAN & HOFFMAN
P.O. Box 896
Carmel, CA 93921
(408)625-5333
(800)227-5813
800)227-5814(In Cal.)
Director of Marketing:
Michael Hoffman
Director of Operations:
Charles Hoffman
Product Line: Manufactures high quality tokens, coins and medallions.

HOLLYWOOD CRANES
8044 Landershim Blvd
North Hollywood, CA 91606
(818)767-0981
(800)992-2274
President: William B. Faith
Secretary: Cynthia R. Faith
Director of Sales: Ronald Clapper
Product Line: Cranes and dozers.

HOLLYWOOD CRANES
714 Third St.
Altoona, PA 16601
(814)946-4040
(800)537-7543
President: William B. Faith
Secretary: Cynthia R. Faith
Director of Sales: Ronald Clapper
Product Line: Cranes and dozers.

HOSPITAL SPECIALTY
7501 Carnegie Ave.
Cleveland, OH 44103
(216)361-1230
(800)312-9832
Telex: 361 0829
President: Mort Reitman
Vice President: William Hemann
Vice President: William Kanther
Product Manager: Beth Smylie
Product Line: Health Guards condom vendor and condom, cigarette vendor-paks.

HOT STREAK INDUSTRIES
737 E. Marietta Ave.
Peoria Heights, IL 61614
(309)682-9359
(800)541-1288
Michael Seibert
Dick Versace
Diane Seibert
Product Line: Manufactures Hot Streak coin-op timed mini-basketball shooting game.

I.C. TECH, INC.
2616 Sharon Street
Suite A
Kenner, LA 70062
(504)469-7761
Product Line: Horseshoe video game, poker game and video cabinets.

ICEMAN CORP.
210 W. Willow
Durant, OK 74701
(405)924-3315

Product Line: Hockey games.

IMAGINATION LEISURE, INC.
251 Dixon Ave.
Amityville, NY 11701
(516)842-4242
President: Richard M. Simon
Sales Manager: Mel Kaufman
Service Manager: Jim Fish
Product Line: Super Bowl (ball bowler) SST-8 (stainless steel top-air cushions hockey games).

IMPERIAL INTERNATIONAL
1270 Valley Brook Av
Lyndhurst, NJ 07074
(201)507-0936
Vice President: Mike DiMotta
Sales: Mike Cetinich
Product Line: Premier soccer tables

IMPERIAL INVESTMENT
1974A Douglass Blvd.
Louisville, KY 40205
(502)897-7771
President: Ned Bass
Vice President: Bill Meador
Product Line: Speed Zone reaction-testing game; Money Memory countertop color-sequence memory game; one- and two- player basketball shooting game.

INNOVATIVE CONCEPTS IN ENTERTAINMENT (ICE)
590 Young St.
Tonawanda, NY 14150
(716)693-9535
(800)342-3433
President: Ralph Coppola
Executive V-P: Jack Willert
Product Line: Manufacturers of Chexx Ice Hockey, Kixx Soccer, and other novelties.

INNOVATIVE INDUSTRIES, INC.
2605 Grand Ave.
Carthage, MO 64836
(800)344-7467
Telex: 797437 INNOVA CTHG
General Manager: Larry Lloyd
Product Line: "Lucky Egg" Fred Flintstone and chicken machine, animated toy-filled capsule vending machine.

INSURE, INC.
525 Main St.
Belleville, NJ 07109
(201)751-7096
Product Line: Condoms and condom vending machine.

INTELLICALL, INC.
2155 Chenault
Suite 410
Carrollton, TX 75006
(214)416-0022
Bill Ohland
Product Line: Coin-op pay phones.

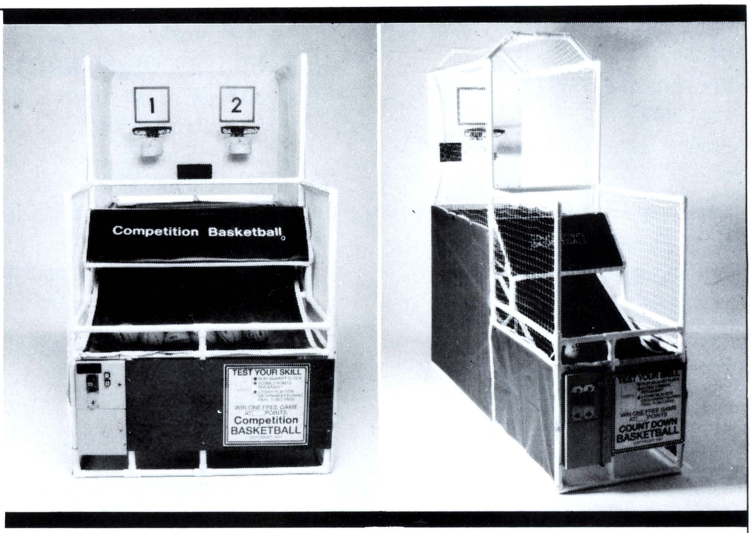
INTERMARK AMUSEMENTS, INC.
7898 E. Acoma
Suite 104
Scottsdale, AZ 85260
(602)948-7707
General Manager: Kim Cook
Service Manager: William Bell
Product Line: Electro mechanical basketball game.

INTERNATIONAL BALLOON SYSTEMS
33157 Camino
Capistrano Suite C
San Juan Capistrano, CA 92675
(714)661-7701
Product Line: Novelty and speciality.

INTERNATIONAL COMMUNICATIONS, INC.
1336 American Drive
Neenah, WI 54956
(414)722-7739
National Mktg. Mgr.: Robert Allen
Product Line: Smartphone III, Smartphone III GTE Housing, Smartphone III WECO Housing, Retrofit kits suitable for ATS, GTE, WECO or other cases.

INTERNATIONAL GAME TECHNOLOGY (IGT)
520 So. Rock Blvd
Reno, NV 89502
(702)323-5060
Twx: 910-395-7014
President: Charles Mathewson
President of Sales: Rich Irvine
Director of Operations: Mike Brown
Product Line: Coin-operated video gaming equipment reel-type slots, casino accessories and video lottery equipment.

INTERNATIONAL MUTOSCOPE CORP.
47-17 Fifth Street
Long Island City, NY 11101
(718)784-3800
President: Lawrence Galante
Sales Manager: Eleanor Warchol
Service Manager: Fred Kornhauser
Product Line: Plastic laminating machines.



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P. O. Box 112
Williamsville, NY 14221
(716)681-2111
President: Art Joseph
Vice President: R. M. Joseph
Treasurer: Darel Joseph
Sales & Marketing: Eric Joseph
Engineer: Tracy Schwenk
Product Line: Makers, assemblers, wholesalers of coin-op phones for desk & wall.

INTOXIGRAPH, INC.
8306 Wilshire Blvd.
#271
Beverly Hills, CA 90211
(213)419-0803
Product Line: Coin-operated breath alcohol analyzer.

JEFFREY BROTHERSS INTERNATIONAL
273 W. Allen Ave.
San Dimas, CA 91773
(714)599-0120
President: Robert Jeffrey
Vice President: Larry Jeffrey
Product Line: Makers of coin-op Over The Top arm wrestling table plus non-coin version for tournament play.

JMC INC./PULL INTERNATIONAL
33 Rt. 23 South
Riverdale, NJ 07457
(201)839-2984
Product Line: Coin Operated PUL! tables.

JOHN W. CALER SPECIALTY SLOTS
7506 Clybourn
Sun Valley, CA 91352
(818)765-1210
Telex: twx:9104982728
Product Line: Manufactures and services slot machines, parts available: fiberglass, themed, figures for slots and token machines.

JOHNSTON PRODUCTS CO.
627 16th Avenue
East Moline, IL 61244
(309)755-5021
(800)447-6768
(800)322-0685(IL)
President: Bud Johnston
Sales Manager: Melvin LaForce
Service Manager: Tim Carnes
Product Line: Big Top Candy Vendor, Kicker-Catcher countertop.

KARLIN ELECTRONICS CORP.
31119 Greenfield Rd.
Birmingham, MI 48033
(313)642-2521
(800)532-7466
President: Karl A. Weiss
Vice President: Joseph A. Lane, Jr.
Product Line: Refurbished Western Electric coin phones and associated parts.

KERR AND ASSOCIATES
5696 Peachtree Pkwy
Suite 117
Norcross, GA 30092
(404)263-3717
Product Line: Pay phones.

KIDDIE AMUSEMENTS, INC.
P. O. Box 556
Florence, MS 39073
(601)845-7501
Product Line: Kiddie rides; repair and service.

THE KIDDIERIDE EXCHANGE, INC.
1203 5th Ave.
Rock Island, IL 61201
(309)788-0135
President: Thomas Leon
National Sales Mgr.: Sam Ott
Sales: Terri Johnson
Candice H. Lean
Service: Bruce Amidon
Product Line: New and rebuilt kiddie rides.

KIDDIES OF FLORIDA, INC.
8034 W. 21st. Court
Hialeah, FL 33016
(305)556-2373
(800)543-3437
General Mgr. & Nat'l Sales Mgr.: David Vega
Product Line: Coin operated kiddie rides.

KIDDIES RIDES USA
604 Main St.
Davenport, IA 52807
(319)326-6467
President: Bob Versman
Executive V-P: Stuart Heller
Marketing Director: Ken Denlugish
Product Line: Coin op kiddie rides.

KIDDYLAND
808 So. Vermont #219
Los Angeles, CA 90005
(213)383-1814
Fax: 383-2821
President: Mollie Superstein
Vice President: Boris Gromadski
Product Line: Small-scaled, safety-proofed amusement rides with musical effects for children ages 1-11.

KONAMI, INC.
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Wood Dale, IL 60191
(312)595-1443
Telex: 6871385KONAM UW
Fax: 312-595-2973
Chairman: K. Kozuki
President: R. Hishikawa
Executive V-P: K. Mizumaki
Vice President: Frank Bundra
Vice President: Steve Kaufman
Nat'l Sales Mgr: Frank Pellegrini
Customer Service: Jerry Korbecki
Operations Mgr: Joey Bundra
Product Line: Dedicated video games, conversion kits and consume software.

KRAMER MANUFACTURING, CO
1100 Towbin Avenue
Lakewood, NJ 08701
(201)367-7810
(800)631-2126
CEO: Robert Schwartz
President: Craig Helfricht
Vice President: David Katz
Product Line: Trivia-themed video games, video card games, Kramer Kranes and prize game packs.

L'APPEL, INC.
1804 Johns Drive
Glenview, IL 60025
(312)998-9500
Product Line: Condom vending machine.

L.J.P. ENTERPRISES, INC.
357 27 1/2 Road
Grand Junction, CO 81501
(303)242-9430
(800)443-5358
Product Line: Condom dispensing equipment.

LASERDISC COMPUTER SYSTEMS
60 Aberdeen Avenue
Cambridge, MA 02138
(617)598-4600
President: Bob Walker
V-P: Thom Kidrin
Product Line: Laser jukebox.

LAUREL METAL PRODUCTS
3500 W. Touhy Ave.
Chicago, IL 60645
(312)674-0064
President: Thomas Kent
V-P Sales: Christopher Kent
Product Line: Model 512A general merchandiser.

LAZER MAZE INTERNATIONAL
1033 La Posada Drive

Suite 160
Austin, TX 79752
(512)459-0508
Product Line: Interactive walk through video.

THE LELAND CORPORATION
1841 Friendship Dr.
El Cajon, CA 92020
(619)562-7000
President: Jim Pierce
V-P Marketing: Ken Anderson
Executive V-P: John Rowe
Controller: Cary Mathis
Sales Manager: Dennis Sable
Product Line: Coin-operated video games, conversion kits and convertible systems.

LOEWEN-AMERICA, INC.
5207 N. Rose
Chicago, IL 60656
(312)992-2280
President: Rus Strahan
Service Manager: Mike Jablonski
Office Manager: Carol Strahan
Service: Rick Jordan
Product Line: NSM-Lions phonographs and wallboxes.

LOTTERY SYSTEMS INTERNATIONAL (GAMETRONIX INT'I)
7615 Golden Triangle
Technology Park
Eden Prairie, MN 55344
(612)829-7185
President: Thomas Sweningson
Product Line: Makers of the LottoLuck coin-op lucky lottery number generator.

M. V. PRODUCTIONS
6835 Sherman
Anderson, IN 46013
(317)644-1696
President: Cal Cannon
Secretary: Maxine Cannon
Parts Manager: Larry Cannon
Service Manager: Dino Terry
Sales Manager: Tom Price
Product Line: Counter games.

MASCON, INC.
460 Wildwood St.
Woburn, MA 01841
(617)938-8950
Telex: 510 600 4502
Fax: 617 933 8161
Product Line: Electronic components, sub-contractor.

MASTER PITCHING MACHINE
4200 Birmingham
Road N.E.
Kansas City, MO 64117
(816)452-0228
President: Paul Giovagnoli
Sales Manager: Tony Cutolo
Product Line: Coin-op baseball pitching machines & batting cages.

MAYONI
10340 Glen Oaks Blvd
Pacoima, CA 91331
(818)899-2488
(800)345-1183
Product Line: Compact, convertible novelties: Heart Rate, Bio Scanner, Memory Quiz, Astro Rhythm astrology and lucky numbers machine--interchangeable system form. Provend condom machine. Vend-a-Snack machine.

MELTEC, INC.
1550 B Las Plumas Av
San Jose, CA 95133
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Vice President: Albina McEwan
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Service: Mike McEwan
Product Line: Boom Ball arcade
game, Shuffle/Target games.

MEMETRON, INC.
325 N. Eisenhower Ln
Lombard, IL 60148
(312)629-6500
Telex: 210227 MemoryUr
Phone: (312) 629-6699
President: Larry Siegel
V-P Sales & Marketing: Tom Campbell
Dir. of Cust. Ser.:Dragan Djukic
Comptroller: Judi Beach
Product Line: Conversion kits,
novelties, jukebox accessories,
parts & supplies for video.

MERIT INDUSTRIES, INC.
P.O. Box 5004
2525 State Raod
Bensalem, PA 19020
(215)639-4700
(800)523-2760
Telex: 831 897
President: Peter Feuer
V-P Sales: Mort Ansky
Sales: David Rubinstein
Dart Promotions: Howard Smoyer
Service Manager: James Kelly
Product Line: Video amusement games
countertop, upright, kits (Trivia
Whiz, Phraze Craze). Video amusement card games (Pit Boss, Riviera
Hi-Score Poker, Riviera "Draw/21",
Americana, Match Games);
Electronically scored dart games
(Bull Buster, Pub Time Darts);
Hoop-La Basketball.

MERIT-NOMAC, INC.
See Merit Industries, Inc.

MICRODEVICES, INC.
1100-318 Business Pk
Richardson, TX 75081
(214)644-8835
President: Kenneth Casner
VP Marketing: Susan Kaye
Director of Sales: Brad McMillen
Product Line: Stand-alone credit
card operated public telephone.

MILLENNIUM GAME PRODUCTS
21300 Califa Street
Woodland Hills, CA 91367
(818)340-6750
Product Line: Video games.

MINIATURE ELECTRONICS, INC.
6427 Canna
Indianapolis, IN 46217
(317)783-2815
Officer: Jim Abbett
Product Line: Counter top non-video
poker game.

MIRACLE RECREATION EQUIPMENT
P. O. Box 275
Grinnell, IA 50112
(515)236-7536
President: Paul Ahrens
Int'l Sales: Wendell Sleeuwenhoek
Product Line: Kiddie Rides.

MODULAR TECHNOLOGY
3902 5th Court North
Birmingham, AL 35222
(205)595-0647
President: Gary Barnes
V-P: Jerry Lawson
Product Line: Wall hung video
games.

MONTANA BILLIARDS SUPPLY AND MANUFACTURING CO
134 Regal St.
Billings, MT 59104
(406)259-4898
President: George Frank
V. P.: Tom Williams
Sales Manager: Mark Jabarnik
Product Line: Pool tables and billiard room equipment; billiard
supplies, ball polishers, antique
and modern pool tables.

MOVIE HUT, INC.
State Highway 38 W
Elkland, MO 65644
(417)329-5414
President: Jack Clair
Product Line: Toy filled and empty
plastic eggs, prize and toy vendors
sticker vendors such as Vend-A-Sticker and Tobi Robot, coin-op
alcohol breath tester.

MTS, INC. (MILLICOM TELECOMMUNICATIONS SERVICE)
733 3rd Ave.
New York, NY 10017
(212)983-2330
President: Ron Gelok
Product Line: Coin-operated
pay phones.

MULTITECH COMMUNICATIONS, INC.
18425 James Couzens
Detroit, MI 48235
(313)342-7737
Business Manager: Duane Adams
Product Line: Novelty games;
desktop pay phones.

MIKE MUNVES CORP.
41 Relyea Place
New Rochelle, NY 10801
(914)636-5003
Phone: (212) 279-6677
President: Joseph Goldsmith
Director of Sales: Ralph Hotkins
Product Line: Coin-op arcade games.

MUPPETS WORLD AMUSEMENT TECHNOLOGY
9738 Seaview Ave.
Brooklyn, NY 11236
(718)209-9086
Product Line: Kiddie rides.

MURREY & SONS CO., INC.
14150 So Figueroa St
Los Angeles, CA 90061
(213)321-5161
President: Gordon Murrey
Sales Manager: Pat Murrey
Product Line: Pool tables, billiard
accessories.

MYIMPA EXPORT CO
13 Technicial Park
Holbrook, MA 02343
(617)767-4415
(800)242-5732
President: Gerard M. Robinson
Product Line: Amusement and poker
video games; service and repair.

NAMCO AMERICA, INC.
343 Gibraltar Dr.
Sunnyvale, CA 94089
(408)745-7600
President: Hideyuki Nakajima
Vice President: Dennis Wood
Product Line: Licensor of video
game programs.

NATIONAL BILLIARD CO.
9930 Princeton-
Glendale Road
Cincinnati, OH 45246
(513)870-0088
(800)543-0880
President: Jack Falb
General Manager: Ray Warrick
Product Line: Coin-op and non-coin
pocket billiards, bumper pool,
soccer.

NATIONAL SANITARY LABS
7150 N. Ridgeway
Lincolnwood, IL 60645
(312)982-1700
Product Line: Condom and other
product vending machines.

NATIONAL VENDORS (A DIVISION OF UNIDYNAMICS)
5055 Natural Bdge Rd
St. Louis, MO 63115
(314)383-3000
President: Edwin F. Phelps
V-P Sales: Franco Giannotti
Service Manager: Harry Pryor

Manager Special Programs/Sales:
Richard Willmering
Product Line: Cigarette vending machines.

NELSON TECHNOLOGY
5699 Kanan Road
Agoura Hills, CA 91301
(818)889-1701
Product Line: Mini Mint II counter top game.

NETWORK PAYSTATION
124 W. 66th St.
Cincinnati, OH 45216
(513)242-7483
(800)237-5121
Fax: 513-242-4928
President: David Bellos
Executive VP: Gregg Juster
VP Technical Services: Mike Theis
Product Line: Private pay telephones.

NICHIBUTSU U.S.A. CORP.
15737 Garfield
Unit 18
Paramount, CA 90723
(213)408-0515
President: Ko Adachi
Sales Manager: Terry Turpen
Service Manager: Eddie Tang
Product Line: Video game conversion kits.

NINTENDO OF AMERICA, INC.
P. O. Box 957
4820 150th Ave.N.E.
Redmond, WA 98052
(206)882-2040
(800)633-3236
President: Minoru Arakawa
V-P & General Council:
Howard Lincoln
V-P Marketing Commercial Products:
Frank Ballouz
Director of Administration:
Linda Weber
Reg. Sales Mgr. West: Brian Duke
Reg. Sales Mgr. Central:
Art Gallagher
Reg. Sales Mgr. Midwest: Mike Minor
Reg. Sales Mgr. South: Pete Walton
Product Line: Video games and consumer products, kits; VS Uni and Dual interchangeable games and software; PlayChoice-10 System.

NORTH AMERICAN BELL TELEPHONE CO.
3842 West 11 Mile Rd
Berkley, MI 48072
(313)543-1666
Product Line: Pay telephones.

THE NORTON COMPANY, INC.
4910 W Linebaugh Ave
Tampa, FL 33624
(813)962-4012
President: David Norton
Service Manager: Steve Seibel
Product Line: Manufacturer of High-Ball, Stomper, and Happy Hammer.

NSM
5207 N. Rose
Chicago, IL 60656
(312)992-2280
(see Loewen-American)

O-SUN COMPANY
P. O. Box 334
Mequon, WI 53092
(414)242-6200
Owner: Richard O'Malley
Product Line: Coin-op and free play automatic shoe polishing equipment.

OHMS INTERNATIONAL
P. O. Box 723128
Atlanta, GA 30339
(800)638-3786
Product Line: Basketball vending machines.

OMACO ENTERPRISES
6112 N. 16th Drive
Phoenix, AZ 85015
(800)468-5363
Product Line: Heart rate machine.

ORIENTAL TRADING CO., INC.
4206 South 108th St.
Omaha, NE 68137
(402)331-5511
(800)228-2269
Product Line: Crane and rotary merchandise.

ORPCO COMM., INC.
4125 Sunset Drive
Springvale, MN 55384
(612)471-0127
President : Patricia Albertson
VP Engineering: David Albertson
Sales Manager: Bob Albertson
Product Line: Pay phones.

PAY PHONE INDUSTRIES
2415 W. Amherst
Bloomington, IN 47401
(812)333-9939
President: Ric Stephan
Product Line: Sell, lease pay phone enclosures and carrying cases.

PAYPHONE OF AMERICA
2749 L'vile Clemmons
P. O. Box 1233
Clemmons, NC 27012
(919)766-6100
(800)255-5574
President & CEO: B.G. Hauser
VP Technical Services: Ron Hilton
VP Nat'l Mktg. & Sales: Brad Lawson
Dir. PR & Advertising: Joe Sanders
Product Line: Standard-Electrica pay telephones; enclosures and signs.

PCG, INC.
8400 Cerritos Ave.
Stanton, CA 90680
(800) 423-8845 (in CA)
(800) 228-8974 (outside CA)
Product Line: Works in a drawer conversion game cabinet system; Shooting Gift cranes.

PHONECO
Route 3, Box 590
Galesville, WI 54630
(608)582-4124
Owners: Ron, Mary & Sue Knappen
Product Line: Pay phones and circuitry.

PLAYFAIR SHUFFLEBOARD CO, INC.
7021 Bluffton Rd.
Ft. Wayne, IN 46819
(219)747-2877
President: Brian Crowl
Sales Manager: Sandy Manor
Service Manager: Jaime Castro
Product Line: Manufacturer of coin operated, and non-coin operated shuffleboards.

POP-A-SHOT, INC.
P. O. Box 1073
Salina, KS 67402
(219)747-7288
President: Ken Cochran
Product Line: Ball-toss, sports-themed novelty games.

PREMIER TECHNOLOGY
759 Industrial Drive
Bensenville, IL 60106
(312)350-0400
Telex: 215009 PRMR UR
Fax: 312 350 1097
President: Gilbert G. Pollock
Dir. of Sales/ Mktg.: Bob Mueller
Director of Engineering-Design:
Adolf Seitz, Jr.
Product Line: Pinball machines.

PRESTIGE GAMES, INC.
20 Bayberry Square
Centerville, MA 02632
(617)771-6088
Fax: 617-771-6119
President: Bob Jones
Product Line: Exclusive marketers of the Quarterhorse video

horseracing game under license from Rodesch & Associates.

PRO CIRCUITRY
1350 E. College Ave.
State College, PA 16801
(814)234-3209
Product Line: Milti-system for video game cabinet.

PROFITABLE GAME INCORPORATED
855 West North Ave.
Chicago, IL 60622
(312)943-1017
President: Jack C. Hand
Vice President: Jerald E. Evers
Sales Manager: Jerald E. Evers
Product Line: Astro Lotto, Astrology, Bio Rhythm

PROGRESSIVE GAME DISTRIBUTORS,INC.
1300 Hill Street
El Cajon, CA 92020
(619)441-9100
President: David W. Stroud
Exec. V-P: Robby Robbins
Sales Mgr: Clyde Schenk
Product Line: Video games.

PROVEND PRODUCTS
4020 Payne Ave.
Cleveland, OH 44103
(216)432-0765
President: Brent Garson
Sales Manager: Harly Miller
Product Line: Condom venders and supplies.

PUBLIC PAY PHONE, INC.
3800 Highland Ave.
#300
Manhattan Beach, CA 90266
(213)546-7668
(800)342-5330 (In California)
(800)342-5331 (Outside California)
President: Mark Edgecombe
Sales Manager: Michael Jones
Operations Manager: Patrick Loop
Product Line: Elcotel, Inc., Williams, Smartphone (ICI), Adco Enclosures, Fortec Enclosures.

R M V SALES
336 Steubenville Pik
Imperial, PA 15126
(412)695-2406
Phone: (412) 922-8058
Product Line: Condom vending machines.

RAINBOW AMUSEMENT RIDES OF BROOKLYN
114 Roseville Road
Westport, CT 06880
(203)454-2179
Marketing: Shelly Metz
Product Line: Kiddie rides.

RAINBOW AMUSEMENTS
1738 E. 10th St.
Brooklyn, NY 11223
(718)375-5721
President: Shelly Metz
V-P Operations: Boris Goldberg
Sales Manager: Shelly Metz
Service Manager: Boris Goldberg
Product Line: Coin operated kiddie rides.

RAND OF PHEONIX, INC.
3402 W. Cocopah
Phoenix, AZ 85009
(602)272-6730
President: Jim Heidbreder
Nat'l Sales Manager: Bill Foster
Product Line: Private pay telephones, coin and currency counting scales.

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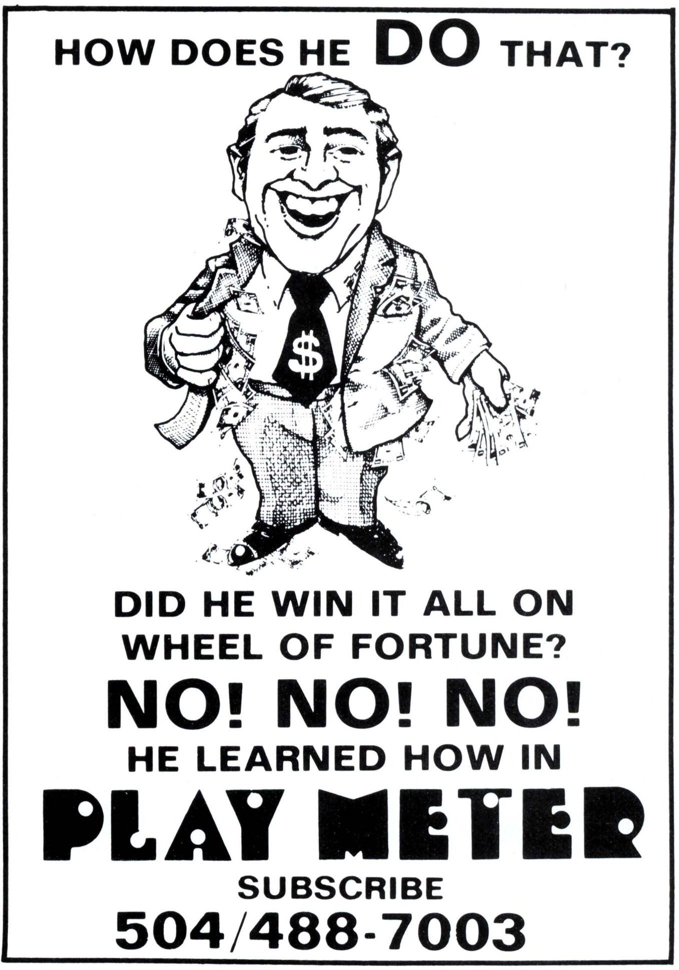

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Lakewood, NJ 08701
(201)367-7000
President: Craig Helfricht
VP Sales & Marketing: David Katz
Product Line: Video Games.

RIDE DYNAMICS
315 E. Eisenhower Parkway
Ann Arbor, MI 48104
(313)769-0172
Phone: (313)665-8917
President: Linley Hughes
Sales Manager: Courtney King
Service Manager: Greg Cook
Product Line: Flight simulators and kiddie rides.

RIVIERA MILLWORK
8384 Garden Road
Riviera Beach, FL 33404
(305)842-8209
Product Line: Cranes.

ROCK-OLA MFG. CORP.
313 So. Rohlwing Rd.
(Hwy. 53)
Addison, IL 60101
(312)629-9200
Chairman: David C. Rockola
President: Donald Rockola
Executive VP: Bette Lockhart
Sales & Marketing: Frank Schulz
East. Region Sls.: Robert Hesch
West. Region Sls.: George Furqueron
Credit Manager: Ed Schweitzer
Product Line: Jukeboxes and accessories; can drink and juice vendors.

ROCKWELL ENTERPRISES, INC.
255 W. Torrance Blvd
Carson, CA 90745
(213)532-5121
(800)331-0293
800/345-5891 (Calif.)
President: Currie Armstrong
VP Sales: Dick Herbert
Product Line: Electronic love meter; Bic & Scripto lighter vendors.

ROLLER BALL
2829 S. Memphis St.
Aurora, CO 80013
(303)693-4978
President: Bob Lyons
Vice Persident: Tony Castillo
Product Line: Roller Ball table game.

ROMSTAR
3043 Kashiwa Street
Torrance, CA 90505
(213)539-2744
President: Takahito Yasuki
V-P/Marketing & Sales: Rene Lopez
Sales Mgr: Tim Jackson
Sales Coordinator: Joyce Kaehler
Purchasing: Ingrid Roth
Parts: Audrey Smith
Technical Mgr: Darryl Williams
Product Line: Conversion kits and dedicated video games.

ROSETTE DOLL CO.
P. O. Box 12595
Philadelphia, PA 19151
(215)668-8392
(800)426-6665
Product Line: Crane and rotary merchandise.

ROTH NOVELTY CO.
333 N. Pennsylvania
Wilkes-Barre, PA 18702
(717)824-9994
President: Marvin Roth
Vice President: Phillip W. Roth
Sales Manager: Leonard Lukas
Operations Manager: Donald Deremer
Service Manager: Guy Chizza
Product Line: Exclusive North American distributor for Sega's Diga Mart, Miracle Hat and UFO Catcher.

ROWE INTERNATIONAL, INC.
75 Troy Hill Road
Whippany, NJ 07981
(201)887-0400
President: Gilman King
V-P Dist. Operations: Jerry Gordon
Sr. V-P Sales/Mktg: Jerry Hejtmanek
V-P Mktg: Edward Wiler
Product Line: Video jukeboxes, audio jukeboxes, music systems, full line vending, bill changers.

ROWE INTERNATIONAL, INC.
2689 Longate Drive
Memphis, TN 38132
(901)345-7811
Branch Manager: Ron Harris
Vending Sales: Reggie Gable and Donnie Burkeen
Phonograph and Game Sales: Vickie Blackburn
Product Line: Full line vending, bill changers and phonographs.

ROYAL CORONA, INC.
Essex Road
Center Conway, NH 03813
(603)356-5117
800-TAN-SALE (826-7253)
President: Bo Hermanson
Sales Manager: John Hermanson
Sales Rep: Leslie Babb
Secretary: Denise Babb
Product Line: Coin- or token-operated tanning equipment.

RUSSELL LABORATORIES
11815 Templin Lane
Parker, CO 80134
(303)841-8019
President: James Hall
Product Line: Joke phone

SEEBURG PHONOGRAPH CORP.
1105 Westwood Ave.
Addison, IL 60101
(312)543-1270
telex: 282037 SEEBRG CORP
Chairman: Ed Blankenbeckler
President: Nick Hindman
Executive VP: Joe Pankus
Gen. Mgr./CD Dist. Div.: William Guler
Nat'l Sales Mgr.,West: Bob Lentz
Nat'l Sales Mgf.,E.: Tom Siemieniec
Parts Manager: Joyce Rosenbom
Product Line: Currency-operated laser music systems via compact disc (CD).

SEECOAST MFG. CO., INC.
744 Middle St
Fairhope, AL 36532
(205)928-8882
President: G. Geoffrey Cain
Secretary-Tres.: Geraldine L. Cain
Shipping & Receiving: JoAnn Styron
Product Line: Coin-op (and non-coin) telescopes and binoculars.

SEEL NOVELTIES, INC.
18 Sunny View Dr.
St. Peters, MO 63376
(314)278-5943
President: Roy Seel
Product Line: Video cassette recording booth.

SEGA ENTERPRISES, INC. USA
2149 Paragon Drive
San Jose, CA 95131
(408)435-0201
Fax: 408 435 0294
Chairman: David Rosen
Sr. V-P Sales & Marketing:Tom Petit
Sr. V-P Finance: Scott Yasuda
Sr. V-P Operations: Howell Ivy
Product Line: Video games.

SEGA ENTERPRISES, INC. (USA)
2149 Paragon Dr.
San Jose, CA 95131
(408)435-0201

Fax: 408 435 0294
Sr. V-P/Sales & Mktg: Tom Petit
Sr. V-P: Scott Yasuda
Sr. V-P/Operations: Howell Ivy
Marketing Rep: Donna Cristich
Regional Sales Mgr: Lenore Sayers
Regional Sales Mgr: John Hill
Customer Ser. Mgr: Frank Rothauser
Product Line: Video games, conversion kits and interchangeable game systems.

SEIDEL AMUSEMENT MACHINE CO.
P. O. Box 11162
Albuquerque, NM 87192
(505)298-6994
President & Sales Mgr:Edward Seidel
Product Line: Ticket-dispensing roll-down games.

SHIPMAN MFG. CO., INC.
1326 S. Lorena St.
Los Angeles, CA 90023
(213)261-6151
Product Line: Vending machines for stamps, condoms, snacks, etc.

SHOWCASE, INC.
P. O. Box 34085
Sarasota, FL 33580
(813)355-8667
(800)64C-RANE
President: Ronald Yaffe
Sales: John Neely
Marketing: Emily Simpson
Product Line: Prize redemption crane game, 4 models including only cocktail crane in industry, 3 models of rotary merchandiser including self loading features.

SIGMA GAME, INC.
3180 S. Highland Dr.
Suite E
Las Vegas, NV 89109
(702)796-7653
Fax: 7967530
President: K. Manabe
Dir. of Oper.: Mike Stefanik
Product Line: Video poker and slot machines; derby game.

SKEE BALL, INC.
8th & Maple Streets
Lansdale, PA 19446
(215)362-0300
President: Joseph W. Sladek
Service Manager: Barry Scholl
General Manager: Peter Bartola
Product Line: Skee-Ball target bowling games in 6, 8, 10 and 13 foot lengths, ticket dispensers and conversion kits.

SMART INDUSTRIES
1626 Deleware
Des Moines, IA 50317
(515)265-9900
President: Gordon Smart
V-P: Jeff Smart
Product Line: Makers of Bear Claw cranes, Clean Sweep cranes, Diamond Mine 4 player rotary and 2 player rotary, Shoot to Win basketball game, also Smart Guard condom vendor.

SMOKY MOUNTAIN AMUSEMENTS
836 Parkway
P. O. Box 1112
Pigeon Forge, TN 37863
(615)453-4734
(800)255-6115
Jim Thompson
Bill Delozier
Product Line: Makers of Shoot 'Um basketball toss game, uses 7″ balls.

SMS MANUFACTURING
1000 Airport Rd.
Lakewood, NJ 08701
(201)370-3030
(800)221-0138
Telex: 132-168
President: Sal Mirando
Nat'l Sales Mgr.: Jim Piertrangelo
Dir. of Engineering: Walter Lee
Dir. of Oper. & Asst. Sales Mgr.: Bob Harzer
Plant Manager: Pete Maruel
Plant Manager: Joy Jenning
Sr. Programmer: Anna Mary Smith
Product Line: Video games, card theme videos, skill cranes, rotary merchandiser, video bingo, video keno, sex tester, novelty condom dispenser.

SNK CORPORATION OF AMERICA
245 Sobrante Way
Sunnyvale, CA 94086
(408)736-8844
Fax: (408)7360446
President: Paul Jacobs
Chairman: Elkichi Kawasaki
V-P Sales: John Barone
Prod. Mgr./Mktg.: Susan Jarocki
Service Manger: Joel Giblisco
Product Line: Manufacturer of coin-operated video games and conversion kits.

SOO VALLEY DIST. CORP.
440 6th Ave. N-W-
Sioux Center, IA 51250
(712)722-3807
Product Line: Video games.

THE STALEY MANUFACTURING CORP.
437 Highland Ave.
Passaic, NJ 07055
(201)773-1981
President: Herb Potter
V-P & Secretary: Arlene Potter
V-P & General Manager: Moses Musilu
Operations Manager: Debbie Matthews
Sales Manager: Ken Karmel
Service Manager: Lewis Potter
Product Line: Countertop games, coin operated scales.

STANDARD KIDDIE RIDES
2106 Forbes Avenue
Pittsburgh, PA 15219
(412)391-1611
President: E. M. Braunstein
V-P/Service Manager: J. J. Zack
Officer: Fred Danoritz
Product Line: Kiddie rides.

STANDARD METAL TYPER, INC.
2910 W. Montrose Ave
Chicago, IL 60618
(312)583-8300
(800)782-1000
President: Scott Braverman
V-P: Art Tiffany
Product Line: The Metal Typer imprints an aluminum disc with any 32 character message for 25 cents. The new antique reproduction Classic Model enhances even the vast upscale locations.

STANLEY LEVIN & ASSOCIATES
510 Sandpiper Lane
Deerfield, IL 60015
(312)537-5558
Product Line: Condom vending machines.

STATUS GAME CORPORATION
56 Budney Rd.
Newington, CT 06111
(203)666-1960
(800)835-7434
President: Irv Yaffa
Executive V-P: Lawrence Dunn
V-P Amusement Div.: Michael Yaffa
Dir. of Sales-West: Kimberly Yaffa
Dir. of Sales-East: Ralph Paukner
Service Manager: Paul Micini
Product Line: Countertops, systems, kits, and condom vending machines.

STEINER MFG. CO., INC.
617 Sackett St.
P. O. Box 123
Brooklyn, NY 11217
(718)875-0835

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GIANT SINGLE UNIT
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- Skill joy stick control
- Fully adjustable claws
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- Dual coin mechanism
- Game timer
- Game Bonus:
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  1 quarter for 1 game
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- Locking casters
- All units fit through standard doorways

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- Ticket dispenser
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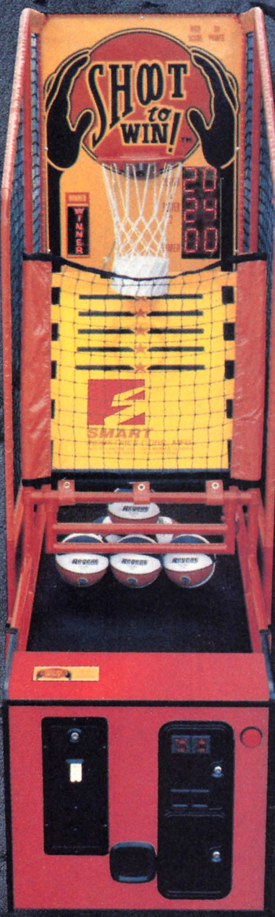

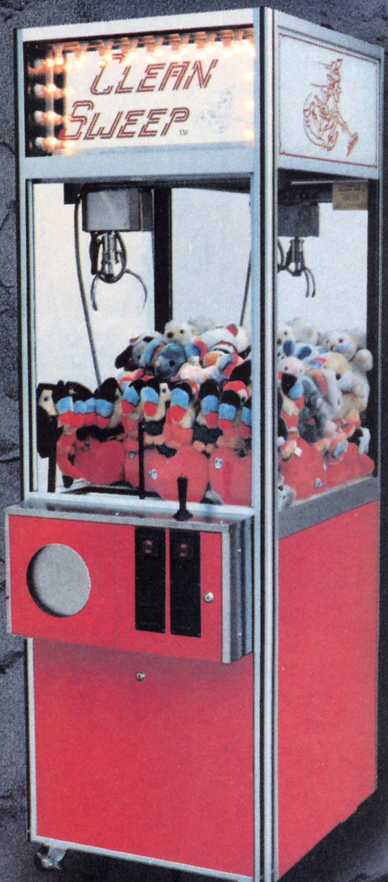

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(800)445-4321
President: Herbert Steiner
Product Line: Makers of sticker, bumper sticker and postage stamp vending machines; full line of stickers, including licensed items, restroom vendor.

SUMMA FOUR, INC.
2456 Brown Avenue
Manchester, NH 03101
(603)625-4050
National Sales Manager: Nate Cyr
Product Line Manager: Garth Olson
Product Line: PTSS-1000 system monitors, routes & processes calls made from credit card phones, SDS-1000.

SUN CORPORATION OF AMERICA
2250 Elmhurst Rd.
Elk Grove Village, IL 60007
(312)228-0451
Telex: 206424 SUNCORP
President: Joseph Robbins
V-P: Richard Robbins
Dir. of Cust. Ser.: John Nowakowski
Dir. of Oper.: Wendy Atherton
V-P/Comsumer Products: Larry Castro
Product Line: Video games in dedicated and coversion kit form; licensors of video game software; consumer software; importers & exporters; Nintendo consumer software.

SUNCOAST ENTITIES, INC.
5008 N. Linebaugh
Suite 29
Tampa, FL 33624
(813)961-2469
Product Line: Condom machines and condoms.

SUNN INTERNATIONAL INDUSTRIES
624 Douglas Ave.
Suite 1412
Altamonte Springs, FL 32714
(305)774-9636
Telex: 9102400918
President: Stephan Perry
Executive V-P: John Stancil
V-P Marketing: William Medvez
Office Manager: Linda Wacker
Product Line: PC design and manufacture, custom software and novelty games.

SUPER BALL, INC.
1 Vanderbilt Ave.
Pleasantville, NY 10570
(914)769-0435
V-P: Mike Flanagan and Bill Hoffman
Product Line: Bowling game with ticket dispenser.

SUPERIOR TOY AND NOVELTY CORP.
1117 W. 8th Street
Kansas City, MO 64101
(816)842-2653
Telex: 434036
Product Line: Crane and rotary merchandise.

TAITO AMERICA CORP.
660 So. Wheeling Rd.
Wheeling, IL 60090
(312)520-9280
Telex: 25-3290
Fax: 312-520-1309
President: Paul Moriarity
Sales Manager: Rick Rochetti
General Manager: James Miskell
General Counsel: J. Vernon Lloyd
Customer Service: Paul Rzonca
V-P Sales: Yoshi Suzuki
Product Line: Coin-operated video games, kits and novelties, consumer products.

TAN BODY SUN SYSTEMS
310 E. 14th St.
Flint, MI 48503
(313)233-0691
(800)826-4666
Phone:(313) 238-5524
Product Line: Super Max 40 sun tanning unit.

TAN ME, INC.
1703 Cope Ave.
St. Paul, MN 55109
(612)770-0234
Product Line: Sauna Tone

TANNING HUT
Rd. #2, Route 50
Saratoga Springs, NY 12866
(518)584-2622
(800)782-TANN
President: William C. Macier
Product Line: Indoor suntanning equipped, passive exercise machines.

TAPE-ATHON CORP.
13633 Crenshaw Blvd.
Hawthorne, CA 90250
(213)676-6752
President: Lee Tate
General Manager: Bob Haller
Sales Director: Bob Mayfield
Sales Rep: Rick Bottom
Dir. of Engineering: Bernie Sayers
Product Line: Background and foreground music/tape systems, audio amplifier, message insertion units.

TECH VEND MARKETING
77 Accord Park Dr.
Norwell, MA 02061
(617)878-7330
(800)554-4325
President: Ken Bagley
Product Line: Manufacturers of a complete line of health-oriented coin-op equipment, blood pressure, computer, pulse meter, stress monitor, memory challenger.

TECMO, INC.
18010 S. Adria
Maru Lane
Carson, CA 90746
(213)329-5880
(800)338-0336
Fax: 213-329-6134
President: Takashi Kakihara
V-P/General Manager: Kenichi Nakata
Sales & Mktg. Mgr: Bob Batz
Accounting Manager: Toshio Yamoda
Secretary: Michelle Orseth
Assistant Manager: Eric Barksdale
Service Manager: Robert Bates
Product Line: Amusement video games in dedicated and kit form; licensed video game development.

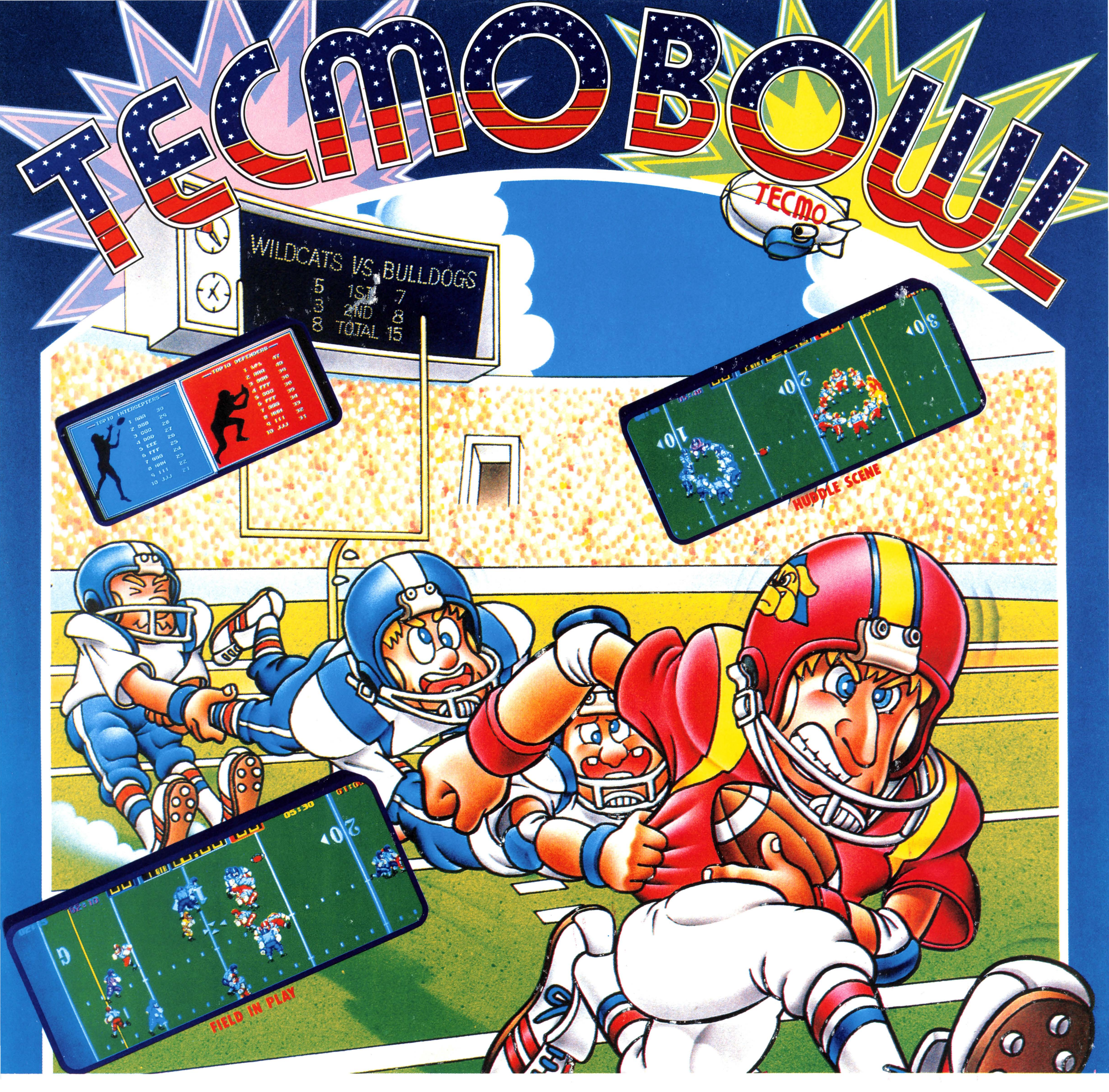
TELCO INTERCONTINENTAL
7066 Lakeview Haven
Drive
Houston, TX 77095
(713)855-2218
Product Line: Pay phones.

TELE DYNAMICS
5007 W. Lawrence Ave
Chicago, IL 60630
(312)725-2900
Product Line: Pay phones.

TELEDIAL CORPORATION
841 NW Bond
Suite 7
Bend, OR 97701
(503)389-1206
Product Line: Manufactures operated assisted service system.

TELEMATIC CORP.
300 Vallejo
Denver, CO 80223
(303)744-8111
Product Line: Pay phones.

TOLEDO CALIFORNIA
867 Third St.
Santa Rosa, CA 95404
(707)526-2221
Officer: Larry Howerton
Officer: Harlan Hanson
Product Line: Coin-operated scales which vend a weight ticket.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FAX: 213-329-6134

TORNADO TABLE SOCCER, INC.
Rt. 3, Box 334
Ft. Worth, TX 76140
(817)483-6646
President: C. E. McCloud
Sales Manager: Mike White
Operations Manager: Jon F. Baxley
Product Line: Tornado soccer table.

TRADEWEST
2400 So. Hwy. 75
Corsicana, TX 75110
(214)874-2683
CEO: Leland Cook
President: John Rowe
V-P: Byron Cook
Controller: Steven Terry
Director Technical Services:
Steve Green
Administrative Services: Norma Ivie
Product Line: Video games in
dedicated and conversion kit form.

TROY M ENTERPRISES, INC.
776 Reynoldsburg/New
Albany Rd. POB 216
Blacklick, OH 43004
(614)863-1795
President: Richard Moniz
Secretary: Eldon Hall
Sales Manager: Richard Moniz
Service Manager: Paul Bella/F.A.B.
Electronics
Product Line: Manufacturer and
distributor Target Bowling game,
trade name, Super Ball.

TTI TELECOMMUNICATIONS, INC.
4658 Airport Blvd.
Suite 102
Mobile, AL 36608
(205)344-0823
Product Line: Coin-operated
payphones.

TWELVE SIGNS, INC.
3369 S. Robertson
Blvd.
Los Angeles, CA 90034
(213)553-8000
President: Richard W. Housman
V-P Mktg. & Dist.: Steve Davis
Sales Manager: George Grey
Dir. of Advertising: Michael Fodor
Service Manager: Hanky Kim
Product Line: Horoscope scroll
vending machines and displays.

21ST CENTURY ROBOTICS, INC.
1790 Corporate Drive
Suite 330
Norcross, GA 30093
(404)925-0021
President: Ronald G. Green
Product Line: Robots.

U. S. GAMES
4025 Pleasantdale Rd
Suite 230
Atlanta, GA 30340
(404)441-2910
President: Mike Pace
V-P Sales: Bob Da Rin
Product Line: Countertop games.

U. S. TELECOMMUNICATION CORP.
3118 62nd Avenue N
P. O. Box 21234
Atlanta, GA 30340
(813)527-1107
Product Line: Condom machines.

U.S.T.C. MANUFACTURING
3118-62 Ave. N.
P. O. Box 21234
St. Petersburg, FL 33742
(813)527-1107
Product Line: Condom machines and
products.

UAI NEW JERSEY, INC.
2010 Jimmy Durante
Blvd. #16B
Del Mar, CA 92014
(619)755-9715
Product Line: Coin-operated merchandise vendors and novelty games.

UBI (UNITED BILLIARDS, INC.)
51 Progress St.
Union, NJ 07083
(201)686-7030
Chairman: J. Roy Morris
President: Jack Morris
Parts Department: Rose Keifrider
General Manager: Alex Macino
Customer Relations: Esther Nastalis
Product Line: Pool tables with
magnetic cue balls, Bimbo the Clown
novelty, Luigi, Bank Roll alley,
video game cabinets and pay telephone enclosures.

UNITED AMUSEMENTS
1975 Riverside Dr.
Los Angeles, CA 90039
(800)722-8258
Sales Reps: Craig Vandenburg
Sales Reps: John Ciccolini
Marketing Mgr: Brad Brown
General Sales Mgr: Bill Igram
Product Line: UATA video games,
new and used conversion kits.

UNITED ARTISTS THEATRE AMUSEMENTS
5005 Calle SanRafael
Suite B-5
Palm Springs, CA 92264
(619)322-4422
President: Jon Daugherty
Product Line: Video conversion kit.

UTEC, INC.
2770 Highland Ave.
P. O. Box 12530
Cincinnati, OH 45212
(513)531-2800
President: Warren G. Rosendahl, Jr.
Product Line: Kiddie Rides.

VAL ENTERPRISES
14715 Barryknoll
Suite 138
Houston, TX 77079
(713)496-2900
Officer: Val Janakiev
Product Line: Stress Test Machine,
Test your Memory, Love Analyzer,
Physical Fitness.

THE VALLEY CO. (A SUBSIDIARY OF KIDDE, INC.)
333 Morton St.
Bay City, MI 48706
(517)892-4536
Telex: 234218
(800)248-2837 (Sales)
President: Charles Milhem
Sales Director: Emil Marcet
V-P of Manuf.: Richard Shelton
Purchasing Director: Donald Kreil
V-P of Marketing: Alan Schafer
League Consultant: Warren Kelly
League Consultant: William Nemgar
Dir. Internal Oper.: James Griffiths
Product Line: Coin-op pool and
bumper pool tables, electronic
darts, one and two piece cues.

VARI-TECH COMPANY
546 Leonard Street
Grand Rapids, MI 49504
(616)459-7281
(800)245-2737
Officers: Evelyn VanderLaan,
Floyd Brouwer
Sales Manager: Phil Hilliker
Service Manager: Joel Beezhold
Product Line: Mr. Six Gun and coin
operated basketball game.

VEN MARK, LTD.
West 703 7th St.
Spokane, WA 99204
(509)624-3197
Contact: Leo Eachus
Product Line: Vending machines.

VENDOM MANUFACTURING
373 N. University Dr
Suite 444
Plantation, FL 33324
(305)587-7933

(800)635-6366
Product Line: Condom vending machines.

VENDORS MANUFACTURING
3005 Berea Road
Richmond, KY 40475
(606)624-2600
(800)521-7819
Phone:(606) 624-1229 Collect in KY
Product Line: Basketball game.

VIDEO HORIZONS, INC.
12 N. W. Green Ave.
Bend, OR 97701
(503)389-7626
President: Tom Hendrix
Product Line: Card themed amusement videos.

VIDEO LASER SYSTEMS, INC.
P. O. Box 2192
Orinda, CA 94563
(415)284-1374
President: John Nelson
V-P Finance & Oper.: Peter Lee
V-P Marketing: Michael Hastings
Product Line: Audix laserdisc video jukeboxes.

VIDEO VENDOR
4235 Main St.
Skokie, IL 60676
(312)345-7700
Officer: Gary Stern
Product Line: Video Vendor tape rental and return machine.

VIDEOBOX NETWORKS
944 Park Ave.
New York, NY 10028
(212)288-3190
Product Line: Video jukeboxes.

VIDEO GRAM, INC.
303 Potrero St.
Santa Cruz, CA 95060
(408)426-9999
President: Ralph Bannister
VP Marketing: Phillip Shreffler
VP Sales: Randy Zar
Product Line: Portable, coin-op videotaping booth.

VIDEOMAX, INC.
P. O. Box 4428
Scottsdale, AZ 85261
(602)951-6227
Product Line: Video cassette vendors.

VIDEOTRONICS, INC.
395 Freeport Blvd. #5
Sparks, NV 89431
(702)331-6050
President: Neil Netley
Dir. of Marketing: Frank Borrelli
Production Manager: Michael Harvey
Engineering Manager: Peter Kent
Product Line: Challenger video card games.

VIKING MANUFACTURING
4845 W. 128th Place
Alsip, IL 60658
(312)396-1075
President: James McClelland
Vice President: William Caldwell
Product Line: Casino Classic card game with Olympiad and Trivia conversion Delta system; Viking payphone.

WEDGES/LEDGES OF CALIFORNIA
123 International
Boardwalk
Redondo Beach, CA 90277
(213)374-9982
President: Steve Shoemaker
National Sales Mgr.: Liz Gannon
General Manager: Stewart Renner
Production Manager: David Armstrong
Technician: Keith Shelley
Office Manager: Georgia Boullie
Shipping & Receiving: Teresa Gauna
Product Line: Coin-operated prize redemption games including Wedges/Ledges table, roll-down horserace game, Challenger Crane, and Comer Conveyer Merchandiser.

WEIGHT CHECK, INC.
1350 W. Shure Dr.
Arlington Heights, IL 60004
(312)253-2981
Telex: 297113WEIGHT UR
Fax: 2536088
President: Daniel Slater
Sales & Mktg. Mgr.: Thomas Hertel
Operations Manager: Patrice Grossi
Dir. of Tech. Ser.: Andre Sorrell
Office Manager: Bernice Simon
Product Line: Coin operated, ticket printing weight scale that also provides fitness calorie and diet planning data.

WILLIAMS ELECTRONICS
3401 N. California Ave.
Chicago, IL 60618
(312)267-2240
President: Louis J. Nacistro
V-P/Gen. Mgr.: Laurance Thrasher
V-P/Mktg. & Sales: Martin Glazman
V-P Manufacturing: John Straebel
V-P Engineering: Kenneth Sedesna
V-P Purchaseing: Lawrence Kesselman
Product Line: Pinball machines, video machines, shuffle alley.

WINDY CORP.
106 W. Gardena Blvd.
Gardena, CA 90248
(800)421-1980
(800)523-8300 (inside California)
President: Otto Henke
Sales: Dan Cheshewalla
Product Line: Fanky Malloon balloon vending machines. Sales, parts, supplies, and service.

WORLD GAMES
7046 Sophia Street
Van Nuys, CA 91406
(818)904-0975
President: Mark Turk
V-P: Richard Rock
Sales Mgr: Sam Franklin
Product Line: Conversion kits.

ZAMPERLA, INC.
49 Fanny Road
P. O. Box 5545
Parsippany, NJ 07054
(201)334-8133
President: Alberto Zamperla
General Manager: Carlo Gulielmi
Sales & Mktg. Mgr.: Len Soled
Service: Jim Glover
Parts: Rich Brady
Product Line: Kiddie rides; strength-testing amusement machines

ZYTRONICS, INC.
8823 SW 129 Terrace
Miami, FL 33176
(305)251-3775
President: Gerald B. Zaichick
Product Line: Sex analyst, weight and fortune, electronic horoscope, electronic palm reader, electronic handwriting, electronic analysis, colorscope, Sprint "40".

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(800)238-8363
General Manager: Al Toranto
Sales Manager: Gary Gouse
Amusement: Jackie Goerge
Vending: David Leamen
Representing: Arachnid, Automatic Products, Bally Midway, Bally Sente, Capcom, Leland, Coinco, Data East, Dynamo, Exidy, Konami, Litton Microwave, Mars, Memetron, Merit, Nichibutsu, Romstar, Rowe Music & Vending, Sega, Tradewest, Valley, Vendo/USI Atari

DOLLAR DISTRIBUTING CO, INC.
P. O. Box 3017
Tuscaloosa, AL 35403
(205)339-2881
Representing: New and used games.

FRANCO DISTRIBUTING CO, INC.
1469 Jean St.
Box 927
Montgomery, AL 36107
(205)834-3455
President: Rubin A. Franco
Vice President: Joe Capilouto
Secretary/Treasurer: Morris Piha
Representing: Arachnid, Ardac, Atari, Bally Midway, Bally Sente, Leland, Data East, Dynamo, Exidy, Game Plan, ICE, RMI, Nintendo, Premier, Rock Ola Music & Vending, Romstar, Sega, Sharp ovens, Sun, Taito, Tecmo, Valley, Vendo/USI, Williams.

Alaska

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1890 Marika
Fairbanks, AK 99709
(907)452-3168
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Sales Manager: George Thompson
Service Manager: John Alder
Representing: Re-Manufactured Amusement, Juke Box and Vending Equipment

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PHOENIX, AZ 85009
602/233-0190

Arizona

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Tucson,, AZ 85745
(602)623-2869
Carlton Van Gorder
Representing: Rock-Ola

MONEY PROCESSING SYSTEMS/ROWE
3828 E. Roeser Ave.
Phoenix, AZ 85017
(602)279-2314
Rick Macauley
Representing: Coinco, Mars, Rowe Music & Vending, Valley

MOUNTAIN COIN MACHINE DIST.
2632 North 37th Drive
Phoenix, AZ 85009
(602)269-7596
Owner: Elden Kingston
Manager: Don Waters
Representing: American Shuffleboard, Arachnid, Ardac, Automatic Products, Bally Midway, Capcom, Leland, Data East, Dynamo, Exidy, Game Plan, Konami, Memetron, Merit, RMI, Nintendo, NSM-Lions, Premier, Seeburg, Sega, Taito, Tradewest, Valley, Vendo/USI, Very Fine juice vendors

PHOENIX COIN OP., INC.
2300 No. Black Canon Hwy.
Phoenix, AZ 85009
(602)233-0190
Manager: Sal DeBruno
Vending Sales: John Reckas
Service Manager: Greg Hungerford
Parts Manager: Joe Scholz
Sales: John Wright
Representing: American Shuffleboard, Arachnid, Ardac, Atari, Automatic Products, Bally Midway, Bally Sente, Leland, Coinco, Data East, Dynamo, Exidy, Grayhound, ICE, Konami, Mars, Memetron, Merit, Monroe, RMI,

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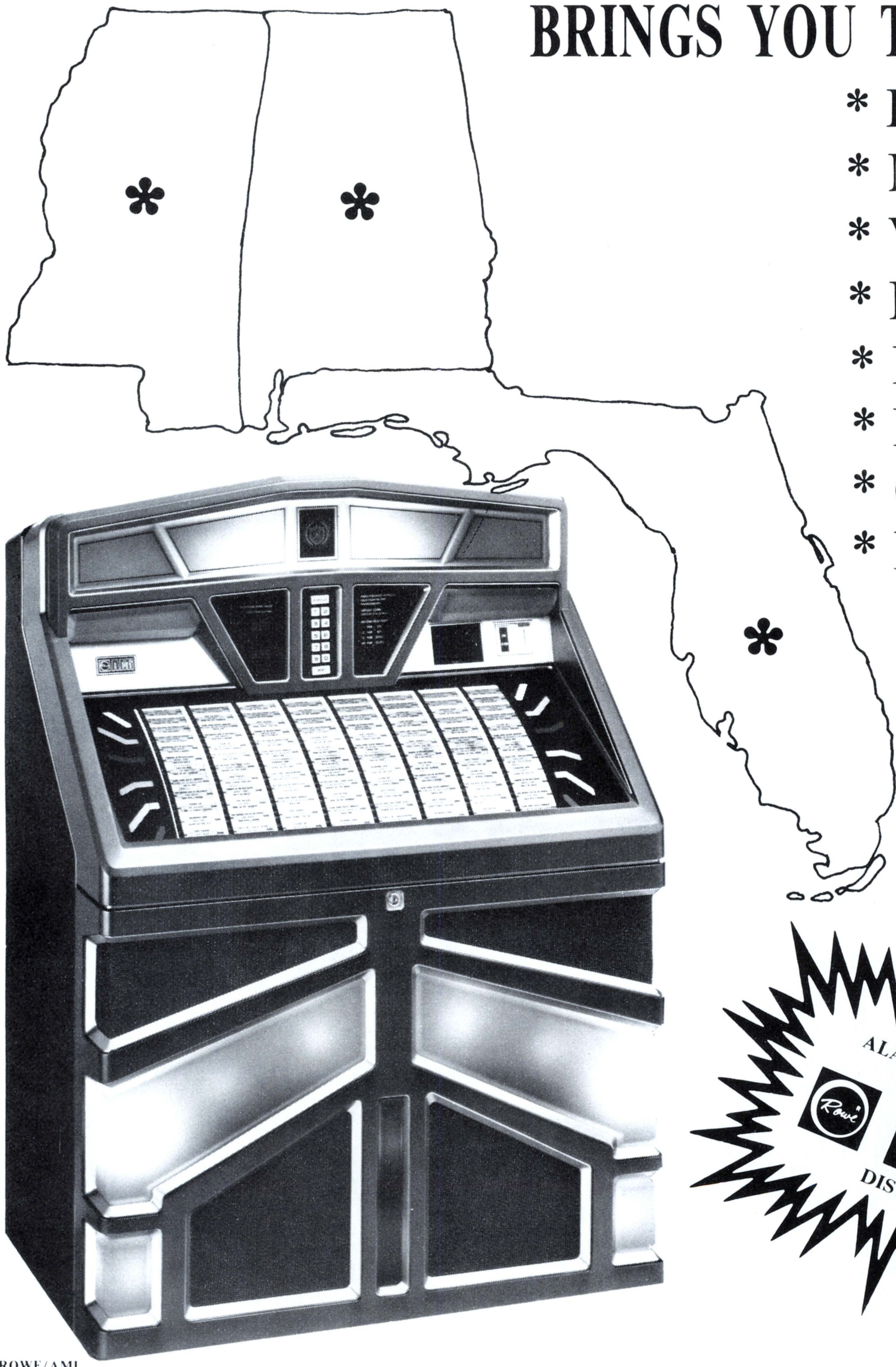
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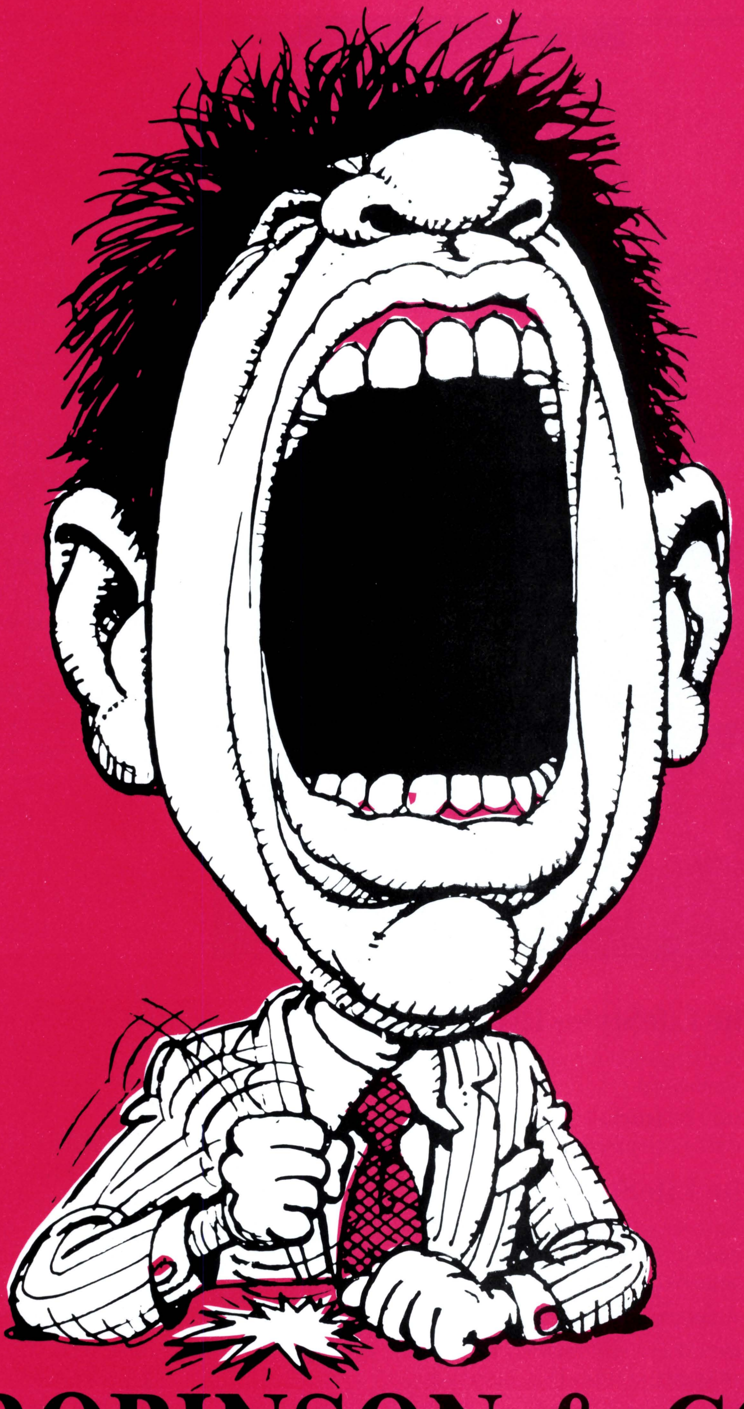

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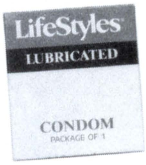

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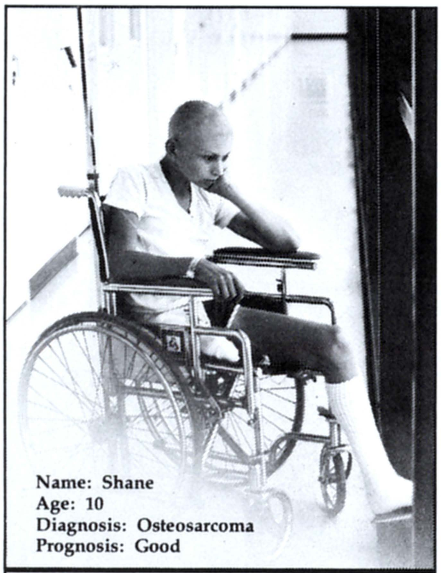

Name: Shane
Age: 10
Diagnosis: Osteosarcoma
Prognosis: Good

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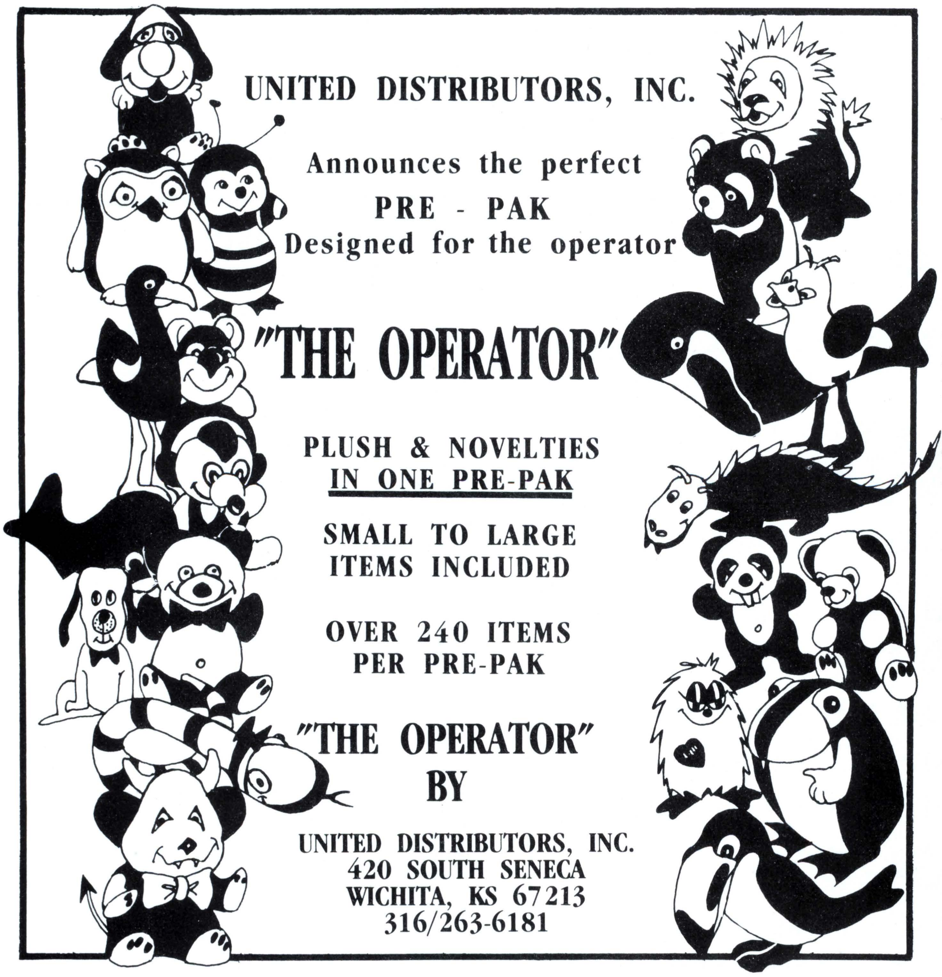
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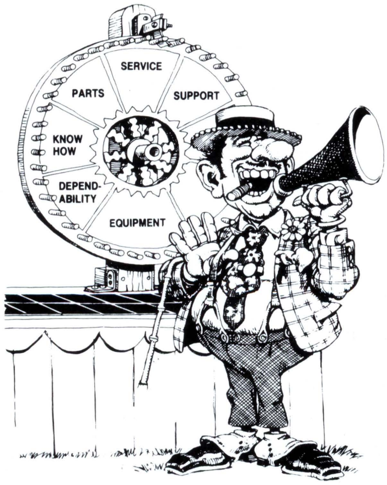

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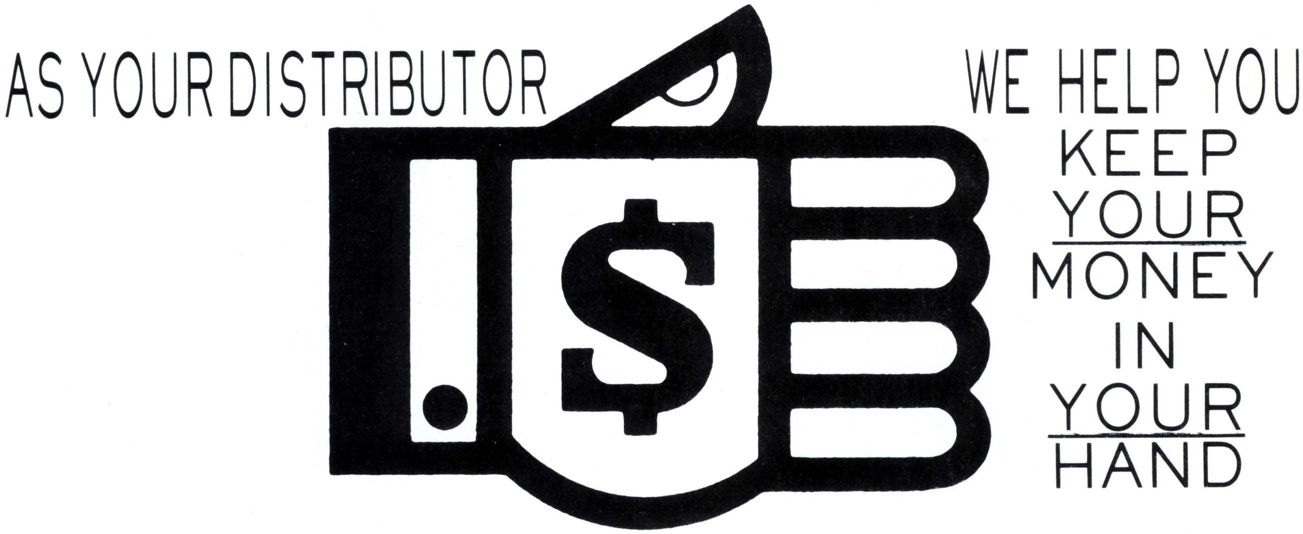

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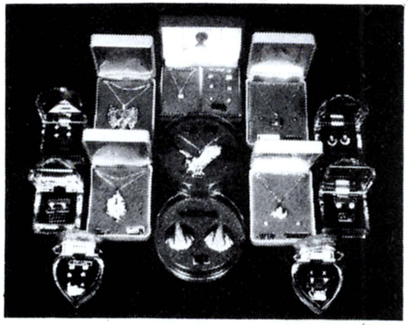

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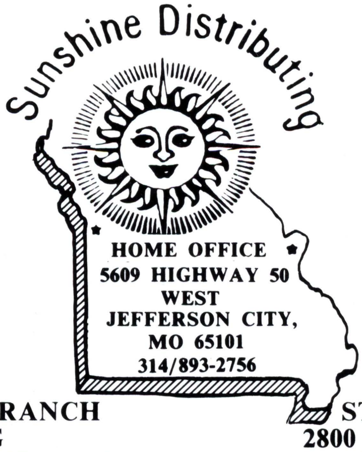

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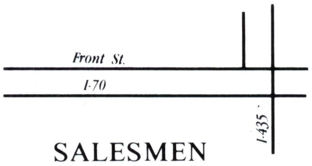

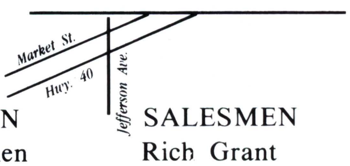

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Merit, Monroe, Moyer Diebel,

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Exec. V-P: Richard Sarkisian
V-P Finance: Robert A. Fesjian
Sales Manager: Irwin Spinak
Service Manager: Tom Burk
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Branch Manager: Monty Wilson
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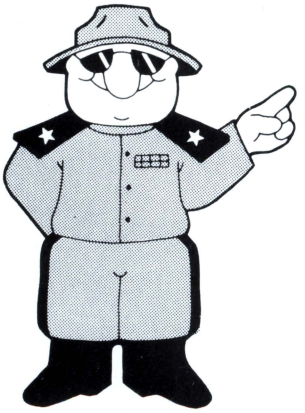

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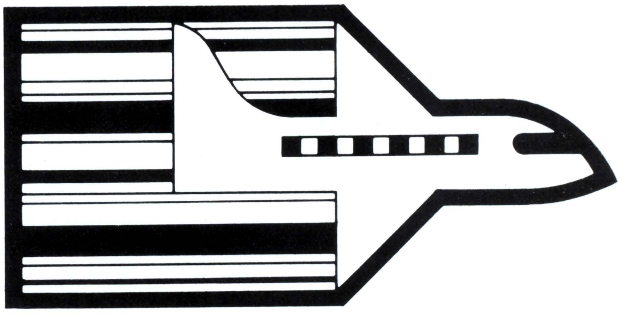

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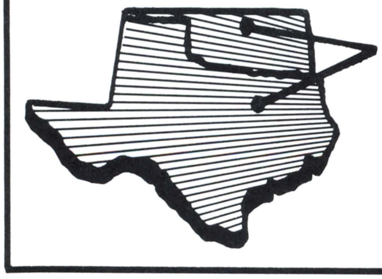

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Oklahoma City, OK 73126
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V-P: Craig Estey
General Manager: Duane Denning
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Parts: Len Bull
Service: Jim Giannacos
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Sales: Marv Galante
Service Manager: Don Jubinville
Parts: Chuck Ryan
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V-P: Ben Dobkin
Representing: Game Plan, Seeburg.

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Waupaca, WI 54981
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Jim Guderjon
Representing: NSM-Lions

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V-P: Sam Cooper
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Sales: Rick Tills
Service Manager: Bahman Amin
Parts Manager: Joe Pimmerman
Representing: Arachnid, Atari, Automatic Products, Bally Midway, Bally Sente, Leland, Coinco, Data East, Dynamo, Exidy, Konami, Litton Microwave, Mars, Memetron, Merit, Nintendo, Premier, Rock-Ola Vending, Rowe Music & Vending, RMI, Romstar, Sega, Sun, Valley, Vendo/USI, Williams.

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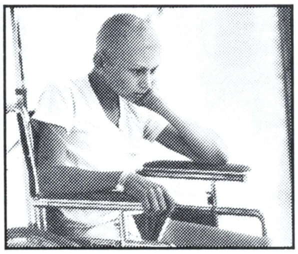

During treatment

The doctors at St. Jude Children's Research Hospital caught Shane's cancer in time. To save his life they removed his leg. Despite his loss, Shane considers himself lucky . . . he had St. Jude on his side.

Every year, St. Jude is on the side of thousands of children just like Shane. Almost 60 percent of these children will survive, but many, too, will die. To hospital founder Danny Thomas and the entire St. Jude staff this is unacceptable. St. Jude's work will not be finished until **all** childhood cancer is nothing more than a bad memory.

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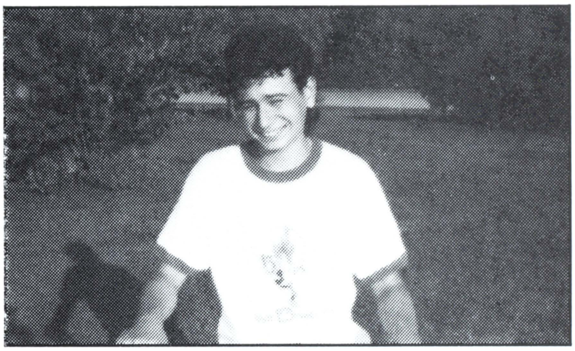

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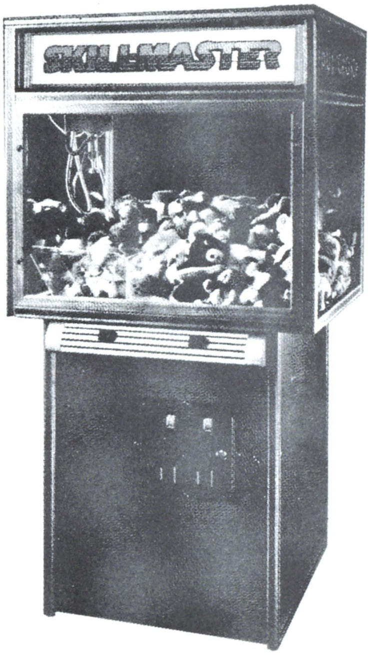

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Billboard TOP TEN

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HOT 100

TITLE	ARTIST	Label & Number/Distributing Label
1. FAITH	GEORGE MICHAEL	COLUMBIA 38-07623
2. SO EMOTIONAL	WHITNEY HOUSTON	ARISTA 1-9642
3. IS THIS LOVE	WHITESNAKE	GEFFEN 7-28233
4. GOT MY MIND SET ON YOU	GEORGE HARRISON	DARK HORSE 7-28178/WARNER BROS.
5. SHAKE YOUR LOVE	DEBBIE GIBSON	ATLANTIC 7-89187
6. DON'T YOU WANT ME	JODY WATLEY	MCA 53162
7. THE WAY YOU MAKE ME FEEL	MICHAEL JACKSON	EPIC 34-07645/E.P.A.
8. CATCH ME (I'M FALLING) (FROM THE FILM "HIDING OUT")	PRETTY POISON	VIRGIN 7-99416
9. CHERRY BOMB	JOHN COUGAR MELLENCAMP	MERCURY 888 934-7/POLYGRAM
10. NEED YOU TONIGHT	INXS	ATLANTIC 7-89188

COUNTRY

TITLE	ARTIST	Label & Number/Distributing Label
1. SOMEWHERE TONIGHT	HIGHWAY 101	WARNER BROS. 7-28223
2. I PREFER THE MOONLIGHT	KENNY ROGERS	RCA 5258-7
3. I CAN'T GET CLOSE ENOUGH	EXILE	EPIC 34-07597
4. ONE FRIEND	DAN SEALS	CAPITOL 44077
5. HEAVEN CAN'T BE FOUND	HANK WILLIAMS, JR.	WARNER/CURB 7-28227/WARNER BROS.
6. WHERE DO THE NIGHTS GO	RONNIE MILSAP	RCA 5259-7
7. GOIN' GONE	KATHY MATTEA	MERCURY 888 874-7/POLYGRAM
8. STILL WITHIN THE SOUND OF MY VOICE	GLEN CAMPBELL	MCA 53172
9. DO YA'	K. T. OSLIN	RCA 5239-7
10. WHEELS	RESTLESS HEART	RCA 5280-7

ADULT CONTEMPORARY

TITLE	ARTIST	Label & Number/Distributing Label
1. GOT MY MIND SET ON YOU	GEORGE HARRISON	DARK HORSE 7-28178/WARNER BROS.
2. NEVER THOUGHT (THAT I COULD LOVE)	DAN HILL	COLUMBIA 38-07618
3. VALERIE	STEVE WINWOOD	ISLAND 7-28231 WARNER BROS.
4. THE TIME OF MY LIFE	BILL MEDLEY & JENNIFER WARNES	RCA 5224
5. I DON'T MIND AT ALL	BOURGEOIS TAGG	ISLAND 7-99409/ATLANTIC
6. I LIVE FOR YOUR LOVE	NATALIE COLE	EMI-MANHATTAN 50094
7. HEAVEN IS A PLACE ON EARTH	BELINDA CARLISLE	MCA 53181
8. FAITH	GEORGE MICHAEL	COLUMBIA 38-07623
9. THAT'S WHAT LOVE IS ALL ABOUT	MICHAEL BOLTON	COLUMBIA 38-07322
10. SO EMOTIONAL	WHITNEY HOUSTON	ARISTA 1-9642

HOT BLACK

TITLE	ARTIST	Label & Number/Distributing Label
1. THE WAY YOU MAKE ME FEEL	MICHAEL JACKSON	EPIC 34-07645/E.P.A.
2. MY FOREVER LOVE	LEVERT	ATLANTIC 7-89182
3. I WANT TO BE YOUR MAN	ROGER	REPRISE 7-28229
4. I LIVE FOR YOUR LOVE	NATALIE COLE	EMI-MANHATTAN 50094
5. IF YOU CAN DO IT: I CAN TOO!!	MELI'SA MORGAN	CAPITOL 44088
6. SO EMOTIONAL	WHITNEY HOUSTON	ARISTA 1-9642
7. LOVE OVERBOARD	GLADYS KNIGHT & THE PIPS	MCA 53210
8. LOVE CHANGES	KASHIF AND MELI'SA MORGAN	ARISTA 1-9626
9. SOMEONE TO LOVE ME FOR ME	LISA LISA & CULT JAM FEATURING FULL FORCE	COLUMBIA 38-07619
10. TOUCH AND GO	FORCE M.D.'S	TOMMY BOY 7-28181/WARNER BROS.

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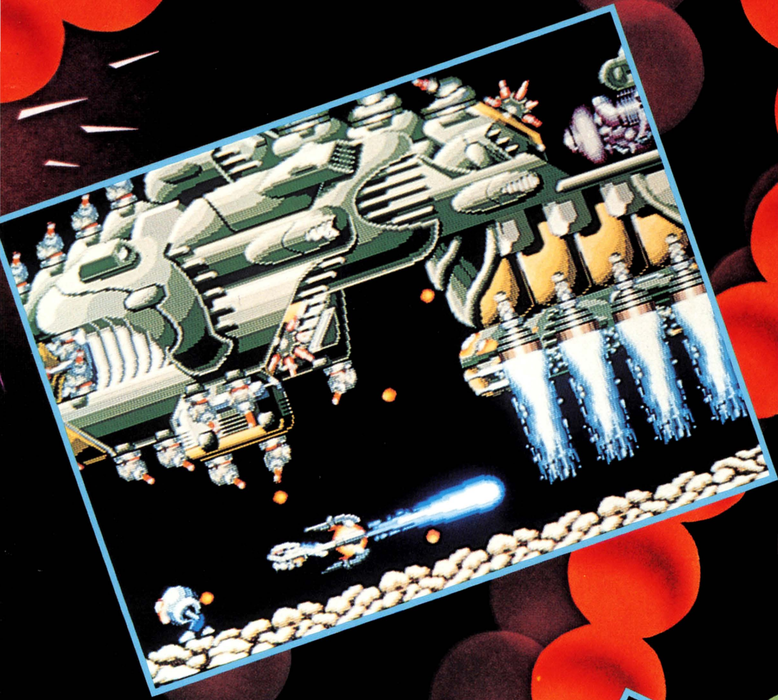

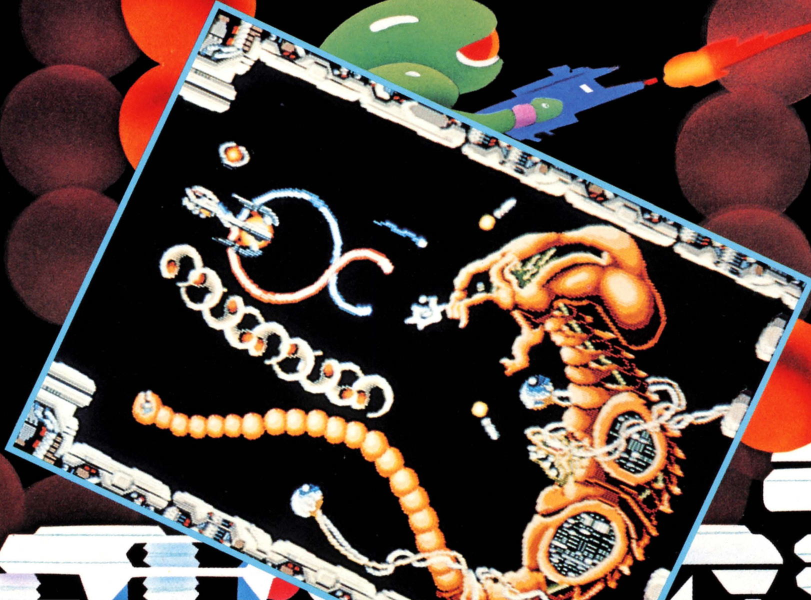

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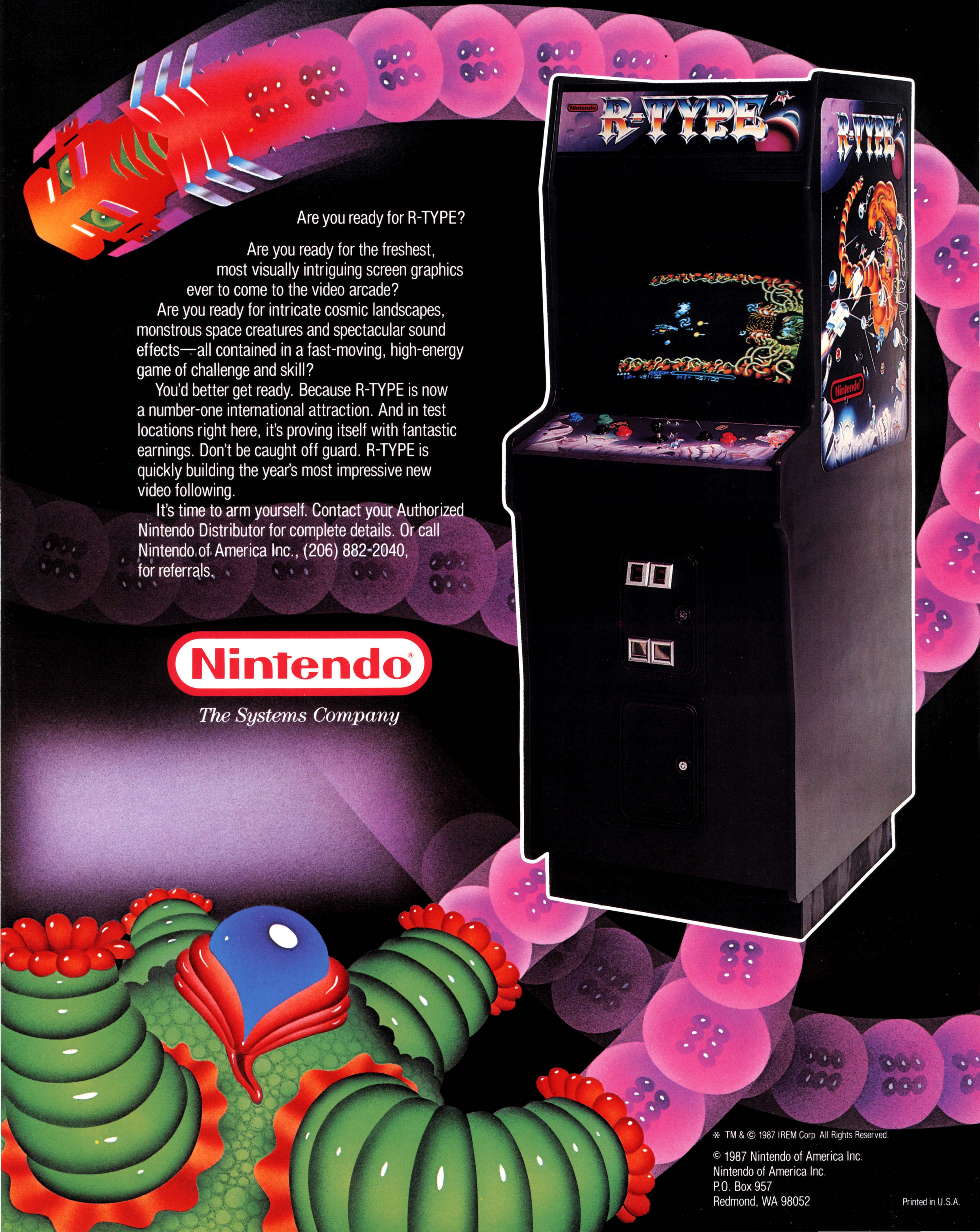

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ACME 88

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ARMSTRONG SERVICE
10414 Stone Court
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Engineering: Ed Cebula
Mktg. Coord.: Arlene DiGiacinto
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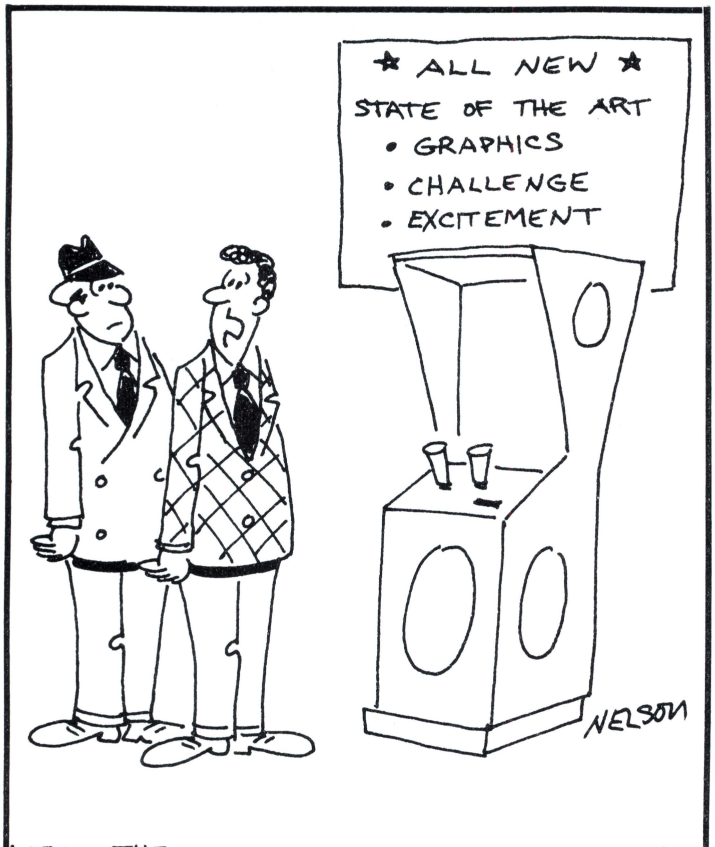

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Sales Manager: David Easler
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ARCADE MANAGEMENT SYSTEMS
1535 Degrasse Ave.
Norfolk, VA 23509
(804)627-4362
Product Line: Software for route operations.

AUTOMATION TECHNOLOGY RESEARCH
424 S. Euclid St.
Suite 136
Anaheim, CA 92802
(714)774-6866
Contact: Joan Grossman
Product Line: Software for game management and pay telephone.

COINDATA, INC.
107-D Dick Buchanan
Lavergne, TN 37086
(615)793-9142
Telex: 534623 YARBRC
President: Jon Yarbrough
Production Mgr.:Victor Scpulveda
Sales/Shipping: Elizabeth Chapman
Technical Service: Ed Lollar
Product Line: Video card games, conversion kits and personal computers.

E-SOFT SYSTEMS
1276 Red Pine Circle
Baxter, MN 56401
(218)829-4743
Product Line: Computer software and hardware.

EFFECTIVE MANAGEMENT SYSTEMS
12000 W. Park Place
Milwaukee, WI 53224
(414)359-9800
(800)558-8727
Product Line: Hardware and software route management.

GOLDEN'S DIGITAL SERVICE
2117-C Industrial Ct
Vista, CA 92083
(619)727-1860
Product Line: Business software.

INTEGRAL TECHNOLOGIES CORP./HANSON DISTRIBUTING
9201 Penn Ave. So.
Suite 1
Bloomington, MN 55431
(612)884-6604
(800)328-2866 (Out of state WATS)
(800)352-2780 (MN WATS)
Managing Partner: S. Raymond Hibarger
Product Manager: Len Sandok
Project Manager: Albert Tymeson
Product Line: Makers of League Secretary, League Scheduler and Route Accounting Software.

NWC
905 East Lake St.
Tarpon Springs, FL 34689
(813)934-4801
Product Line: Computer software for route management.

THE OPTION
4502 Centerview
Suite 111
San Antonio, TX 78228
(512)734-7061
Owner: Dan Perrotta
Product Line: MAGS IV - Music and game computer system - software package.

PRIESMEYER & ASSOCIATES
1218 Windsor Road
Harrisonburg, VA 22801
(703)434-1781
President: Richard Priesmeyer
Product Line: Route management systems.

PROFESSIONAL SOFTWARE INC.
1804 Hwy. 45 By-Pass
Jackson, TN 38305
(901)668-1423
President: Samuel D. Martin
Sales: Gregory L. Wood
Product Line: Computer software.

RECOVERY SYSTEMS, INC.
200 East Third
Hutchinson, KS 67502
(316)663-1225
Product Line: Equipment to monitor games with telephone and computer.

SOUTHLAND ASSOCIATES
655 Sky Way,
Suite 207
San Carlos, CA
(415)595-4992
Phone: (415) 592-2927
Contact: John Potenza
Product Line: Easy! Route I and II

TOP-NOTCH SERVICES
P. O. Box 595
Santa Cruz, CA 95061
(408)425-1425
General Manager: Walter Blumoff
Product Line: Repair service and training; computer hardware, software and service; consulting on maintenance, operations and problem solving.

TRU-CHECK COMPUTER SYSTEMS
6 Nursery Lane
Rye, NY 10580
(914)967-9300
Product Line: Computerized placement payment system for cigarette vendors.

VALIDATA
428 S. Perry St.
Montgomery, AL 36104
(205)834-2324
Product Line: Route accounting computer system.

INSTALLATION EQUIPMENT

EAGLE LIFT
2401 W. Broadway
Council Bluffs, IA 51501
(712)322-1111
Product Line: Hydraulic liftgate for back of pickups and 1 ton trucks.

ELKAY PRODUCT CO., INC.
35 Brown Ave.
Springfield, NJ 07081
(201)376-7550
Product Line: Loading equipment, hand trucks, dollies, and padded covers.

Finally, There's Software That Does What YOU Want.

In 1981 we wrote the first computer program for operators because we thought you'd find it useful. We're pleased you did. Over 500 operators put the OIA program to work tracking equipment and measuring profits and return on assets (ROA).

But things have changed since 1981; its tougher to make a healthy bottom line in the amusement business, you own more types of equipment, and computers have gotten more reliable and more capable.

So there was only one thing for us to do. We took out a blank floppy disk- and started over.

Introducing...

THE PROFIT! CONTROL SYSTEM: Software that delivers the bottom line.

Here is software for your microcomputer that helps deliver profits to your bottom line. It's not a general accounting program. It's a system for you if you manage any kind of revenue producing equipment (arcade or route). It makes each piece of equipment and each location a profit center and it focuses on ROA, collection histories, transfer dates, and meter readings.

You'll find new reports with more information and new sort options that let you analyze your business in different ways. You'll find the new Profit! Control System fast, reliable, and easy to use. It even recognizes cost-of-goods so it can track your product vending equipment.

SO, ITS ANSWERS YOU WANT?

Reports are designed to answer key questions you have about your business. For example, you get a Summary Income Statement which shows the performance of your entire operation after each collection. Revenue Reports give you extensive collection history and include two cumulative registers for each machine. Profit Reports show all expenses, profits, and the ROA for every machine and every location. Coin Reconciliation Reports help you maintain security by showing you all overages or shortages after each collection.

And then you can print exception reports using any of 12 sort options. Get a list of equipment with the best improvement (or worse decline) in revenues since the previous collection. Compare the performance of all equipment of the same name or type. Print a report of all non-profitable or negative cash flow equipment. You'll have all the answers you need.

IT'S THE SIMPLEST SOLUTION.

And getting the answers is no great effort. Installation is quick and using the program is easy (there are help messages on the menus). Entering collections is simple; equipment transfers, different token rates, and minimums are no problem.

And you never have to write another collection report by hand. Collection forms list all equipment at each location and include any percentage split to be paid to locations.

WHAT YOU SEE IS EXACTLY WHAT YOU GET.

We have available a Demo Package which has fully functional software and includes the 70 page Operations Manual. Order it and you can see the features, make sure of the compatibility, and practice using the software before you decide to buy. The Demo Package only costs $10.00 and we'll give you credit for it when you order the Profit! Control System.

YOU'LL ENJOY READING THE FINE PRINT.

Compatibility: MS/DOS compatible for popular systems like IBM, Compaq, Tandy, Leading Edge, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: Requires MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirements: Minimum 256k with two floppy disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print. Continuous paper feed recommended. Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Support: Free telephone consultation; on site consulting, training, and installation available.

BOY, HOW WE DELIVER.

All orders shipped within one business day. Demo Packages are mailed. U.S. purchases are shipped prepaid UPS COD Blue Label. Foreign inquires welcome.

WHATEVER YOU DO, DON'T PAY MORE THAN $375.00.

Put this package up against anything else on the market- you won't beat our combination of features, quality, and price. And $375 is all you'll pay- you get credit for the demo and we cover the freight.

HOW TO ORDER:

Mail your check for $10 with the order form below or call (703)434-1781 and we'll mail the demo package COD right away.
Call again to order your system.

REQUEST FOR DEMO PACKAGE

Name ____________________

Address ____________________

City ____________________

State, Zip ____________________

PRIESMEYER & ASSOCIATES
1218 Windsor Road
Harrisonburg, VA 22801

The Profit! Control System: Software that delivers the bottom line.

IDEN COMPANY
957 N. Oaklawn Ave.
Elmhurst, IL 60126
(312)833-3370
Product Line: Walk ramps, dollies, hand trucks, and padded covers.

MAC'S LIFT GATES
2801 South St.
Long Beach, CA 90805
(213)634-5962
Product Line: Liftgates.

NET MATERIAL HANDLING
1300 W. Fond du Lac Avenue
Milwaukee, WI 53205
(414)263-1300
Toll Free:(800)558-7260(outside WI)
Product Line: Electric lifts, pads, covers, hand trucks, dollies.

POLAND MANUFACTURING CORP.
P. O. Box 709
Clemmons, NC 27012
(919)766-7393
Product Line: E-Z Leveler and E-Z Mover pool table dolly.

TOMMY GATE CO./ WOODBINE MFG.CO.
P. O. Box 8
Bus Brown Drive
Woodbine, IA 51579
(712)647-2050
(800)237-4619
President: Lila J. Blandford
Sales Manager: Bruce Reis
Product Line: Manufacture "Tommy Gates" - tailgates for trucks - hydraulic.

ULTRA LIFT CORPORATION
17 Tillman Avenue
San Jose, CA 95126
(408)287-9400
Telex: 171596AAACOMSUVL
President: George W. Dabb
Sales Manager: R. Scott Welker
Product Line: Manufacture stair climbing power hand truck that enables one person to move coin operated machines on and off trucks and up and down stairs with minimal effort. 1,500 pound load capacity. Battery powered. One year full guarantee.

ACME 88

LOCKS & SECURITY

ABLOY SECURITY LOCKS
6200 Denton Drive
P.O. Box 35406
Dallas, TX 75235
(214)358-4762
Product Line: High-security, key-operated locking cylinders.

AMERICAN LOCK COMPANY
3400 W. Exchange Rd.
Crete, IL 60417
(312)534-2000
Product Line: Pop-out locks, padlocks & hasps, tubular cylinder camlocks.

B & R TOTAL SECURITY GAME ALARM
2901 - N.E. 178th
P. O. Box 55010
Seattle, WA 98155
(206)625-9233
Product Line: Alarm systems for the game and vending industry.

BABACO ALARM SYSTEMS
508 Hudson Street
Hackensack, NJ 07601
(201)440-4440
Product Line: Alarm systems; vehicle protection devices.

BATON HARDWARE CO./BATON SECURITY SALES
3428 W. Harvard St.
Santa Ana, CA 92704
(714)556-2440
Product Line: Complete line of security products for coin-operated games.

CHICAGO LOCK COMPANY
4311 W. Belmont Ave.
Chicago, IL 60641
(312)282-7177
Product Line: Ace locks, handle locks, cylinder locks, padlocks, change combination locks.

COIN SECURITY SYSTEMS, INC.
7119 Gerald Avenue
Van Nuys, CA 91406
(818)782-5454
Product Line: High security camlock and padlock sales & service center, hasps, safes, locking bars, and related security devices.

DUDLEY'S KIDDIE AMUSEMENT
P. O. Box 939
Florence, MS 39073
(601)845-7501
(800) 251-9424 (inside MS)
(800) 647-6460 (outside MS)
President: Tom Dudley
Product Line: New and refurbished kiddie rides and security coin box.

EQUIPMENT SYSTEMS & DEVICES
1401 Dreshertown Rd.
Dresher, PA 19025
(215)628-0860
Product Line: Coin slides, money boxes and locks.

FORT LOCK CORPORATION
3000 N. River Road
River Grove, IL 60171
(312)456-1100
Product Line: T-handle locks, padlocks, switch locks & camlocks.

GREENWALD INDUSTRIES
1340 Metropolitan Ave.
Brooklyn, NY 11237
(718)821-9000
(800)221-0982
Telex: 1-2281
Product Line: Locks, tubular locks, and key-type locks.

ILLINOIS LOCK COMPANY
301 W. Hintz Road
Wheeling, IL 60090
(312)537-1881
Product Line: Locks of all types.

MASTER LOCK COMPANY
2600 No. 32nd St.
Milwaukee, WI 53210
(414)444-2800
Product Line: Wide variety of locks

MEDECO SECURITY LOCKS
P.O. Box 3075
Salem, VA 24153
(703)380-5000
Product Line: High security locks, switches, lock cylinders, custom designed high security applications & value-added componentry.

NATIONAL LOCK
200 Mill Road
Mauldin, SC 29662
(803)297-6655
Product Line: All types of locks.

PATT SUPPLY CORP.
1335 S. Michigan
Chicago, IL 60605
(312)939-7616
Product Line: Locks.

RANDEL LOCK SERVICE
87 Rockaway Ave.
Valley Stream, NY 11580
(516)825-6216
Product Line: Locks, coin bags & hardware.

TUBAR SECURITY PRODUCTS
555 W. Central Blvd.
Hoffman Estates, IL 60195
(312)359-5424
Product Line: High security locks.

VAN LOCK COMPANY, INC.
3609 Church St.
Cincinnati, OH 45244
(513)561-9692
Product Line: Camlocks, padlocks, switch locks, 'T' & 'L' handle locks and covers.

MARKETING/ MANAGEMENT/ CONSULTANTS

ABC WAREHOUSE SIGNS
6720 Burnet Road
Austin, TX 78757
(512)459-8413
Product Line: Clown and gorilla robots. Portable moving and waving signs.

AUDIO-PAK SYSTEMS
116 W. Catalina Ave.
Redondo Beach, CA 90277
(213)379-4474
Product Line: Inexpensive headset system for videos.

BOB SNYDER & ASSOCIATES, INC.
20264 East Carrey Rd.
Walnut, CA 91789
(714)595-1237
Product Line: Consulting services, licensing and regulatory issues.

BULLETIN & DIRECTORY BOARD
2317 W. Pico Blvd.
Los Angeles, CA 90006
(213)382-1147
Product Line: Changeable letter boards for promotion. All types of signs and boards.

GENERAL AMUSEMENT
5400 W. Cullom
Chicago, IL 60641
(312)685-5788
Product Line: Marketing.

INTERNATIONAL SALES, MARKETING AND MANAGEMENT CONSULTANTS
409 North Chace
Atlanta, GA 30328
(404)252-7292
Chairman: Peter J. Petropoulos
V.P. Sales: Peter Petropoulos, Jr.
Product Line: Marketing and management consultants.

SALLY INDUSTRIES, INC.
803 Price St.
Jacksonville, FL 32204
(904)353-5051
Product Line: Large animated characters and other special effects.

STAR AMUSEMENT
1535 Degrasse Ave.
Norfolk, VA 23509
(804)627-4362
Product Line: Arcade design, setup, and computer support.

THE ROBOT FACTORY
P. O. Box 112
Cascade, CO 80809
(303)687-6208
Product Line: Remote-controlled promotional robots for arcades and pre programmed animated characters.

MERCHANDISER SUPPLIES

A & G DISTRIBUTING CO.
3009 Green Street
Hollywood, FL 33021
(305)923-5815
(800)228-0925
Phone: (305) 923-5819
Officer: Gary W. Canetti
Product Line: Crane and rotary merchandiser.

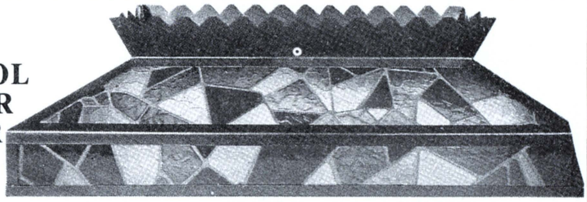
ACCESSORIES UNLIMITED, INC.
922 Waukegan Raod
Glenview, IL 60025
(312)724-2900
Product Line: Crane and rotary supplies.

ACE NOVELTY CO., INC.
13434 N. E. 16th St.
Bellevue, WA 98005
(206)644-1820
(800)426-0076
Product Line: Crane and rotary merchandise.

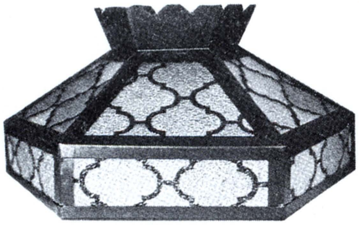
ACE NOVELTY CO.
221 E. Cullerton
Chicago, IL 60616
(312)225-6311
(800)621-1570
Product Line: Crane and rotary merchandise.

LIGHT FIXTURES

HEAVY GAUGE METAL FRAMES IN WROUGHT IRON FINISH AND COLORFUL DURABLE PLASTIC PANELS. ENGENEERED FOR LONG LIFE AND IS AVAILABLE FOR REGULAR CEILING HANGING OR 15 CHAIN FOR USE AS A SWAG LIGHT.



CAN BE USED OVER POOL TABLES, FOOSBALL, AIR HOCKEY OR REGULAR LIGHT FIXTURES. (May even help get you a location!)



Write or call for a color brochure

ACE NOVELTY CO. INC.
1855 Industrial St.
Los Angeles, CA 90021
(213)626-0500
(800)421-4226
Product Line: Crane and rotary merchandise.

ACME PREMIUM SUPPLY
4100 Forest Park Blvd.
St. Louis, MO 63108
(314)531-8880
(800)325-7888
Product Line: Crane and rotary merchandise.

B & C TOYS & JEWELRY
Route 37 and
Germania Station Rd.
Toms River, NJ 08753
(201)341-5200
(800)222-0491
Product Line: Crane and rotary merchandise.

BETATRON CORPORATION
1706 Belvedere
Tyler, TX 75702
(214)593-8208
Product Line: Crane and rotary merchandise.

BETSON ENTERPRISES
6 Empire Blvd.
Moonachie, NJ 07074
(201)440-2200
Product Line: Plush supplies.

BONITA MARIE CO.
1555 Rt. 37 West,
Suite 6
Toms River, NJ 08753
(201)349-1994
Product Line: Crane and rotary merchandise.

BRADY NOVELTY
1415-B Crossbeam Dr.
Charlotte, NC 28217
(704)525-8130
(800)451-8697
Product Line: Crane and rotary merchandise.

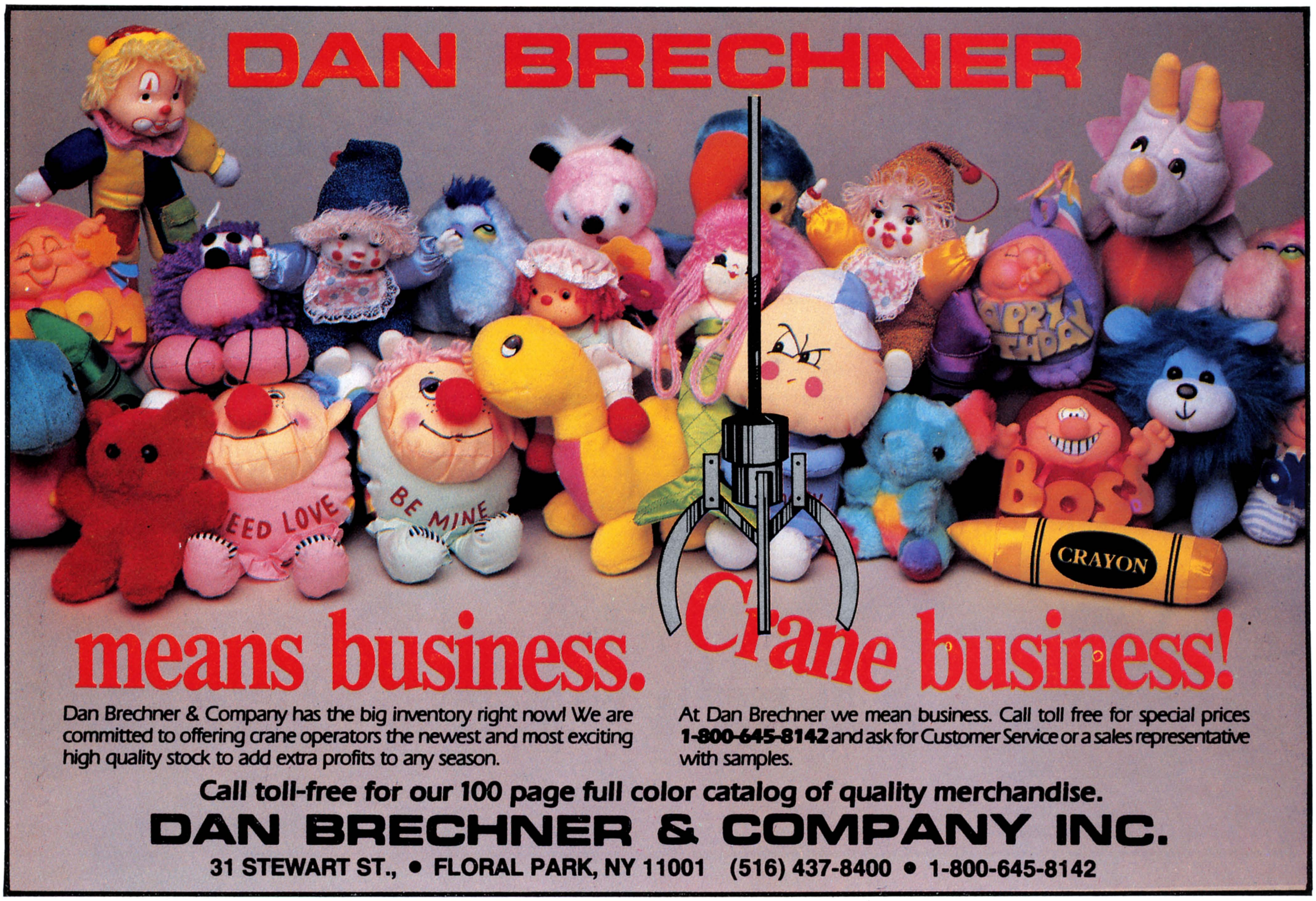
CRANES OF TEXAS
301 Bennington
Suite E
Houston, TX 77022
(713)695-4220
Product Line: Plush supplies.

DAN BRECHNER & CO.
50 Carnation Ave.
Floral Park, NY 11001
(516)437-8400
(800)645-8142
President:Milton Brechner
Product Line: Merchandise for cranes, rotaries and redemption equipment.

ETONE
112 Bay Street
Jersey City, NJ 07302
(201)656-0480
Product Line: Stuffed toys for cranes and games.

FAMOUS INDUSTRIES, INC.
72-33 Grand St.
Maspeth, NY 11378
(713)424-8332
Product Line: Plush toys and novelty items.

HAYES SPECIALTIES CORP.
1761 East Genesse
Saginaw, MI 48601
(517)755-6541
Product line: Cranes and rotary merchandise.



Dan Brechner & Company has the big inventory right now! We are committed to offering crane operators the newest and most exciting high quality stock to add extra profits to any season.

At Dan Brechner we mean business. Call toll free for special prices **1-800-645-8142** and ask for Customer Service or a sales representative with samples.

Call toll-free for our 100 page full color catalog of quality merchandise.

DAN BRECHNER & COMPANY INC.

31 STEWART ST., • FLORAL PARK, NY 11001 (516) 437-8400 • 1-800-645-8142

HMS MONACO ET CIE LTD
135 West 20th St.
New York, NY 10011
(212)691-9000
Product Line: Package costume jewelry for use in crane, rotary and redemption equipment.

HURRICANE SALES
279 Locust Avenue
Peekskill, NY 10566
(914)739-9095
Contact: Pat Hourican
Product Line: Cranes and rotary supplies.

IMPRESSMENT PLUS, INC.
6217 Factory Raod
Crystal Lake, IL 60014
(815)455-2031
Product Line: Plush and plastic toys and boxed jewelry for cranes.

KRAMER MANUFACTURING, CO.
1100 Towbin Avenue
Lakewood, NJ 08701
(201)367-7810
(800)631-2126
CEO: Robert Schwartz
President: Craig Helfricht
Vice President: David Katz
Product Line: Trivia-themed video games, video card games, Kramer Kranes and prize game packs.

LARAMIE INTERESTS, INC.
11300 S. Post Oak
#205
Houston, TX 77035
(800)521-8697
Product Line: Plush toys.

LEO'S AMUSEMENT SUPPLY
112 Lakeside
Knoxville, TN 37914
(615)525-1297
Product Line: Merchandiser supplies

LI'L MORT SALES, INC.
3701 N. Ravenswood
Chicago, IL 60613
(312)248-1425
Product Line: Novelties, jewelry, and Christmas decorations-specially packed for use in crane and vending machines.

MARDI GRAS PLUSH
4819 Downman Road
New Orleans, LA 70126
(504)246-0419
(800)443-9918
President: MiMi Kiene
Product Line: Crane and rotary merchandise.

MARVEL TRADING CO.
212 5th Ave.
Suite 1303
New York, NY 10010
(212)689-7690
Telex: 237329 MARVL UR
Product Line: Crane and rotary merchandise.

MERCHANDISE INTERNATIONAL
91-246 Oihana St.
Ewa Beach, HI 96707
(808)682-2821
Telex: 7430302 FUNCO
Fax: 808 682-4016
Sales Manager: William Fremoire
Product Line: Crane and rotary merchandise.

NADEL & SONS TOY CORP.
915 Broadway
New York, NY 10010
(212)254-1677
Product Line: Crane and rotary merchandise.

prizes!
LEADING THE INDUSTRY TO HIGHER PROFITS
CRANE MERCHANDISE
Plush • Novelty • Hi Tek • Jewelry • Trade Up Program
Prepacked Assortments or Bulk
DIFFERENT • UNIQUE • EXCITING
TOLL FREE (800) 992-2388
IMMEDIATE SHIPMENT

NANCY SALES CO.
22 Willow
Chelsea, MA 82150
(617)884-1700
(800)626-2947
Product Line: Crane and rotary merchandise.

PMI INTERNATIONAL
6903 Sunbelt Drive
San Antonio, TX 78265
(512)829-4111
Telex: 510-600-5726
Fax: 512 829 4981
(800) 445-6403 (outside TX)
(800) 451-1204 (TX)
Product Line: Plush animals for cranes.

PRIZES!
5303 Production Dr.
Huntington Beach, CA 92649
(800)992-2388
V.P./ General Manager: Jim Mc Vey
Product Line: Merchandise for rotary and cranes.

T.V.C.O., INC.
301 W. Clinton Ave.
Oaklyn, NJ 08107
(609)854-2100
Product Line: Crane and rotary merchandise.

UNITED DISTRIBUTORS CO
420 So. Seneca St.
Box 1995
Wichita, KS 67213
(316)263-6181
President: Mark Blum, Jr.
Product Line: Crane and rotary merchandise.

WINNING CREATIONS
624 Plainfield St.
Providence, RI 02909
(401)944-9238
(800)752-7011
Chief Administrative Officer: Peter Nero, Jr.
President: Tom Pell
V-P/Customer Relation: Peter Nero,Sr.
Product Line: Jewelry and novelty items for cranes and rotary merchandisers, packaged assortments available.

ONE STOPS

A-1 RECORD SALES
528 W. 47th St.
New York, NY 10036
(212)246-1234

ALBANY ONE-STOP
91 Broadway
Albany, NY 12204
(518)434-8396

ALL SERVICE ONE-STOP
950 Greeley Ave.
Union, NJ 07083
(201)686-3500

ANGOTT RECORD SALES
2616 Puritan Ave.
Detroit, MI 48238
(313)341-7053

BEE GEE DIST.
10 Northway Lane N.
Latham, NY 12110
(518)785-1350

BIB DISTRIBUTING CO.
101 Yorkmont Rd.
Charlotte, NC 28210
(704)527-0440

BROWN BROTHERS
3346 N. Washington
Minneapolis, MN 55412
(612)522-6648

BUFFALO ONE-STOP
1790 Main St.
Buffalo, NY 14208
(716)882-0427

C.M.L. ONE-STOP
660 Harding
Maryland Heights, MO 63043
(314)291-0608
(800)392-2074 (in MO)
(800)325-7321 (outside MO)

CENTRAL RECORDS
145 S. Satellite Rd.
South Windsor, CT 06074
(203)528-2171

CENTRAL SOUTH ONE STOP
3730 Vulcan Dr.
Nashville, TN 37211
(615)833-5460

DEAN'S ONE STOP, LTD.
2403 Chamberlayne Av
Richmond, VA 23222
(804)321-7515

DICK'S RECORD CO., INC.
890 Providence Hwy.
Rte. 1
Dedham, MA 02026
(617)326-8790

DISC CITY ONE-STOP
314 Boren Ave. So.
Seattle, WA 98144
(206)325-8833
Officers: Bill Dolgoff
Phyllis Dolgoff
Sales Manager: Alan Dolgoff
Product Line: Single's (45's), Compact discs (CD's).

DON RECORDS CORP.
87 Rome St.
Farmingdale, NY 11735
(516)752-1770

E & R ONE STOP
119 E. Rhapsody
San Antonio, TX 78216
(512)342-6935
Owner: Ethel Schram
Buyer: Russell K. Schram, Jr. "Rusty"

EASTERN MUSIC SYSTEMS CORP.
500 N. 12th St.
Philadelphia, PA 19123
(215)627-1000
(800)462-2981 (in PA)
(800)523-2804 (in NJ & DE)
(800)523-2120 (in VA & MD)

ELKINS RECORD ONE-STOP
1127 Central Ave.
Charleston, WV 25302
(304)343-7833

FLOYD'S RECORDS
434 E. Main St.
Box 10
Ville Platte, LA 70586
(318)363-2184
(800)252-5591 (in LA)

FRANKIE'S ONE-STOP, INC.
1533 Corporate Dr.
P. O. Box 1805
Shreveport, LA 71166
(318)424-9441

GALGANO RECORDS
4001 Ravenswood
Chicago, IL 60613
(312)327-4160

HUDSON-MULLIN COMPANY
4606 Shirley Ave.
Jacksonville, FL 32210
(904)389-1616
(800)342-1363 (in FL)
(800)874-4311 (outside FL)

KING RECORDS & ONE-STOP
240 W. Jefferson St.
Louisville, KY 40202
(502)584-5535

LIEBERMAN ENTERPRISES
6131 Deramus Road

Kansas City, MO 64120
(816)231-2470

LIEBERMAN ENTERPRISES
9549 Penn Ave. South
Minneapolis, MN 55431
(612)887-5300
(800)352-2802 (in MN)
(800)328-2960 (outside MN)

LIEBERMAN ONE-STOP
9461 E. Washington
Indianapolis, IN 46229
(317)899-2243

MARTIN & SNYDER ONE-STOP
15401 Tireman
Dearborn, MI 48126
(313)581-8100

MEMORIAL RECORD SERVICE
3629 Cypress St.
Tampa, FL 33607
(813)879-1304

MOBILE RECORD SERVICE CO.
2716 Penn Avenue
Pittsburgh, PA 15222
(412)391-8182
(800)245-4805

MOUNTAIN COIN MACHINE DIST.
2910 E 4th St. N.W.
Albuquerque, NM
(505)345-7706

MOUNTAIN COIN MACHINE DISTRIBUTOR
2632 N. 37th Dr.
Phoenix, AZ 85009
(602)269-7596

MOUNTAIN COIN MACHINE DISTRIBUTORS
345 W. 62nd Ave.
Denver, CO 80216
(303)427-2133
(800)654-2646 (in CO)
(800)433-2325 (outside CO)

MOUNTAIN COIN MACHINE DIST.
751 W. Broadway
Des Moines, IA 50313
(515)282-6211
(800)622-8337 (in IA)

MOUNTAIN COIN MACHINE DIST.
3753 South State
Salt Lake City, UT 84115
(801)262-5493

MUSIC CENTER DISTRIBUTOR, INC.
1314 1st Ave. No.
Birmingham, AL 35203
(205)251-8252

MUSIC OPERATORS SERVICE
536 W. Commonwealth
Fullerton, CA 92632
(714)879-1771

MUSICAL SALES, INC.
40 S. Caroline St.
Baltimore, MD 21231
(301)675-1400
(800)992-7799

NORTHERN ONE-STOP
5500 S. Marginal Rd.
Cleveland, OH 44103
(216)361-2650

ONE-STOP RECORD HOUSE
881 Memorial Dr.S.E.
Atlanta, GA 30316
(404)223-0144

PETER'S RECORD ONE-STOP
1400 Providence Hwy.
P. O. Box 212
Norwood, MA 02062
(617)769-8340

POPLAR TUNES
308 Poplar Ave.
Memphis, TN 38103
(901)525-6348

PRIME ONE-STOP
131 N. Michigan Ave.
Kenilworth, NJ 07033
(201)245-5252

RADIO DOCTORS & RECORDS
240 W. Wells
Milwaukee, WI 53203
(414)276-6422

RECORD SERVICE
614 Dennis St.
Houston, TX 77006
(713)523-4334

RIO GRANDE MUSIC CO.
119 S. Sam Houston
San Benito, TX 78586
(512)399-5377

ROCHESTER ONE-STOP
2527 W. Henrietta Rd
Rochester, NY 14623
(716)424-2002

SEA-PORT RECORD ONE-STOP, INC.
7911 N.E. 33rd Dr.
Suite 120
Portland, OR 97211
(503)287-0868

SEEBURG COMPACT DISC DISTRIBUTING CO.
Seeburg Phonograph
1105 Westwood Ave.
Addison, IL 60101
(312)543-1270
(800)527-3723
Telex: 282037

SINGER ONE-STOP FOR OPS
2130 W. Chicago Ave.
Chicago, IL 60622
(312)772-3450

SINGER ONE-STOP FOR OPS
1066 Burton St. S.W.
Wyoming, MI 49509
(616)241-1732

SMASH RECORDS
3402 W. Wilshire Dr.
Suite 4
Phoenix, AZ 85009
(602)278-9285

STEVE'S SOUTHERN MUSIC
30 S. Orange Ave.
Orlando, FL 32801
(305)422-8671

SYRACUSE ONE-STOP
333 W. Fayette St.
Syracuse, NY 13202
(315)476-4019

TRANSCONTINENTAL RECORD SALES
1800 Main St.
Buffalo, NY 14208
(716)883-9520

WESTERN MERCHANDISER
1971 S 4490 W #E
Salt Lake City, UT 84104
(801)972-3800

PARTS/SUPPLIES /TOOLS

A-1 PRODUCTS
333 North Queen St.
Kinston, NC 28501
(919)527-8241
President: Stanley W. Pearson
Product Line: Security bars, padlocks, ashtrays, cup and dart holders, chalk-up boards, cuesticks, conversion kits.

ALMEL INDUSTRIES
2101 W. Jackson
Suite 6
Tupelo, MS 38801
(601)841-1721
Sales: Mel Blatt
Product Line: Pool supplies.

AMUSEMENT EMPORIUM, INC.
6880 South Emporia

Street
Englewood, CO 80112
(303)790-0885
Product Line: Billard supplies, coin machine parts, tools, electronic components and parts supplies.

AUDIO-PAK SYSTEMS
116 S. Catalina Ave.
Redondo Beach, CA 90277
(213)379-4474
Contact: Craig Barnes
Product Line: Earphone headsets for video games

BENTLER AMUSEMENT CO.
1644 Homewood Ave.
Springfield, IL 62704
(217)546-7060
Product Line: Resurfacing of shuffleboards.

THE BROKEN DOWN JUKEBOX COMPANY
Box 24
Sheepshead Bay
Brooklyn, NY 11235
(413)525-1314
Officer: Patrick O'Toole
Sales Manager: Jack Morse
Product Line: Sales, service, parts, supplies, used music, games vending, also industry related antiques.

BUMPER TUBE CO.
10440 S. State Rd.
P. O. Box 95
Goodrich, MI 48438
(313)636-2040
Product Line: Pool table recovery kits, felt, bumper tubes and billiard supplies.

CHARLES W. HOUSE & SONS
19 Perry St.
Unionville, CT 06085
(203)673-2518
Product Line: Billiard cloth.

CONTROL MARKETING, INC.
1461 Lunt Avenue
Unit F
Elk Grove Village, IL 60007
(312)593-6130
Telex: 9102222170
Fax: 312/593-6137
Officers: Frank L. Happ,
Sue Happ
General Manager: Faith Savoia
Product Line: Manufacture a complete line of Leaf-switch and Microswitch joysticks; NEW 12 way Rotary joystick for Ikari Warrior & Victory Road; illuminated and non-illuminated pushbuttons; pushbuttons with internal contacts; steering wheels, and gas lever pedals for driving games; also carry Driveball Assemblies.

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(Montana Billiard)
134 Regal St.
Billings, MT 59102
(406)259-4898
President: George Frank
Vice President: Tom Williams
Sales Manager: Mark Jovornik
Product Line: Coin-op and home pool tables; ball polishing machine.

CUMBERLAND AMUSEMENT CO.
P. O. Box 4736
Nashville, TN 37216
(615)226-1767
Product Line: Parts and supplies.

D & R INDUSTRIES, INC.
7111 North Capital
Drive
Lincolnwood, IL 60645
(312)677-3200
Product Line: Billiard and amusement machines supplies.

DALE'S ELECTRONIC DARTS & SUPPLIES
Route 1,
P.O. Box 305
Shongaloo, LA 71072
(318)539-2792
Co-Owner: Melba Vaughan
Co-Owner: Dale Thompson
Product Line: Arachnid

DART MART INTERNATIONAL
16118 Runnymede St.
Van Nuys, CA 91406
(818)787-3278
(800)423-3220
Product Line: Full line of darts and accessories.

DART WORLD, INC.
65 Munroe St.
Lynn, MA 01901
(617)581-6035
(800)225-2558
Officer: Paul C. Hong
Sales Manager: Paul Cooper
Product Line: Darts, flights, shafts, wallets, accessories for all soft tip machines.

DRYCAL, INC.
14511 Saranac Road
Cleveland, OH 44110
(216)541-0225
President: William H. Sweigard
V-P Sales: Margus R. Sweigard
Product Line: Custom made screen printed Marquees, Control Panels and Side Decals for Video Games and Vending Machines. Complete facilities for designing and producing screen printed plexiglass, vinyl and lexan parts.

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404/252-7292

Southeastern Office
203 The S. Chace
Atlanta, GA 30328
404/252-8371

Eastern Office
P.O. Box 1002
Ellsworth ME 04605
207/667-7467

DUFFERIN, INC.
4240 Grove Avenue
Gurnee, IL 60031
(312)244-4762
President: Bob Nixon
Product Line: Challenger pool table, billiard balls, cues and cloth.

DUTCHMAN INDUSTRIES
533 Oakwood Drive
Geneva, IL 60134
(312)232-6710
General Manager: Dennis Walz
Product Line: Spinners, soft tip darts for electronic games, dart supplies.

ELDORADO PRODUCTS, LTD.
14816 Main Street
Gardena, CA 90248
(213)516-9525
Product Line: Parts and supplies.

ENTERTAINMENT ELECTRONICS
301 Bennington, #E
Houston, TX 77022
(713)695-4220
Product Line: Parts and supplies.

FIDELITY TRADING INC.
35 Eileen Way
Edison, NJ 08837
(201)549-5721
Product Line: Switching and linear power supplies, digital multimeter.

GREAT LAKES DARTS DIST. (LASER ENTERPRISES)
339 W. Lincoln Ave.
Milwaukee, WI 53207
(414)643-4895
Product Line: Soft tip darts, flights, shafts, dart wallets and accessories.

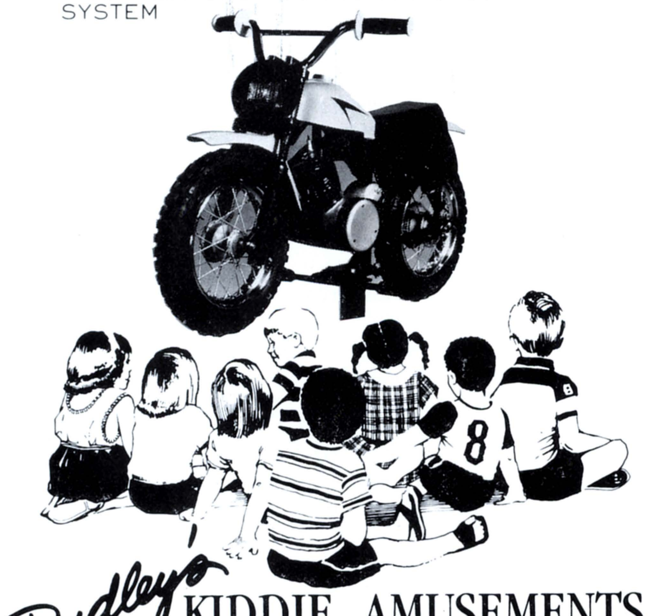
H & R Enterprises
21521 Blythe St
Box 1664
Canoga Park, CA 91304
(818)709-4540
Telex: 662258
Contact: Cindy
Product Line: Complete line of ICs for video games

HANTAREX CORPORATION, LTD.
1261 A Wiley Road
Schaumburg, IL 60195
(312)843-7226
Product Line: Video monitors and power supplies.

THE HENRY W. T. MALI & CO., INC.
257 Park Avenue So.
New York, NY 10010
(212)475-4960
Fax: 212-533-8169
President: Frederick Mali
V-P Sales: Norman Althoff
Sales Manager: John O'Connor
Service Manager: John Gray
Product Line: Pool table cloth, pool cues.

HIGGINS ENTERPRIZES
11725 Long Valley Rd.
Rough N Ready, TN
(916)273-4007
Product Line: Parts and supplies.

ICECO
8507 Natural Bridge Road
St. Louis, MO 63121
(314)423-3390
President: Alan Ruf
V-P: James Scheff
Sales Manager: James Scheff
Product Line: Manufactures and



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INTERNATIONAL BILLIARDS
2311 Washington
Houston, TX 77007
(713)869-3237
Product Line: Billiard supplies.

INTRASTATE AMUSEMENTS
3894 Marks Ave.
San Jose, CA 95118
(408)723-7880
Product Line: Pinball and video parts and supplies.

J-S SALES CO., INC.
24 South Third Ave.
Nt. Vernon, NY 10550
(914)668-8051
(800)431-2944
Telex: 283144JSSALESUR
President: Don Shimel
V-P: Janet Shimel
Manager: John Nusser
Product Line: Video game joysticks and power supplies, billiards, parts and supplies for coin operated amusement machines.

JAMECO ELECTRONICS
1355 Shoreway Road
Belmont, CA 94002
(415)592-8097
(415)592-8121(service)
Product Line: Electronic parts & supplies

JENSEN TOOLS INC.
7815 So. 46th St.
Phoenix, AZ 85044
(602)968-6241
Product Line: Extensive line of tools.

K.A.T. INC./OWL DARTS, INC.
2126 - 28 W. Callander
Peoria, IL 61604
(309)637-4122
Product Line: Darts and accessories

KRAFT SYSTEMS, INC.
450 West California
Vista, CA 92083
(619)724-7146
Product Line: Video arcade joysticks and bracket monitors.

L & B MANUFACTURING CO.
2144 Colorado Ave.
Santa Monica, CA 90406
(213)870-5771
Product Line: Arcade and location seats.

LOUISE'S HARNESS SHOP
Rt. 3 Box 72
Prattville, AL 36067
(205)365-1841
Product Line: Game harnesses for video, Pinballs, and vending machines. Monitor board repairs.

MCDERMOTT CUE MFG., INC.
W186 N7137 Marcy Rd.
Menomonee Falls, WI 53051
(414)251-4090
(800)666-2283
Product Line: Custom billiard cues and cases.

MICRO/C CORP.
7350 Convoy Court
San Diego, CA 92111
(619)279-4965
Contact: Woody Johnson
Product Line: Micro processing parts.

MISSION POOL TABLES
30 W. Mission St.
Santa Barbara, CA 93101
(805)569-1444
Product Line: Billiard supplies.

MONARCHY INTERNATIONAL
300 Swift Ave. #21
South San Fransisco, CA 94080
(415)873-3055
(800)922-7755
Product Line:P Logic boards, chips, and multi-chip programmers by Satellite

NORWOOD PROD. CO.
Box 333
Oscoda, MI 48750
(517)739-9852
(800)622-3221
President: Robert Wassmann
Secretary/Treasurer:
Melford Wassman
Sales Manager: William Miller
Product Line: MFC, billiard cues.

PLAY MASTER-RENAISSANCE
P. O. Box 359
Bland, MO 65014
(314)646-3294
(800)325-0087
Product Line: Billiard supplies and non-coin tables.

REMOTE LOCATOR
2386 Hemstead Tnpk.
East Meadow, KY 11554
(516)579-2121
Product Line: Remote Locator.

RGB DISPLAY CORPORATION
22525 Kingston Lane
Grass Valley, CA 95949
(916)268-2222
(800)351-1777
Product Line: Color monitors

SANTUCCI ENTERPRISES
6345 W. Warwick Ave.
Chicago, IL 60634
(312)286-5629
Product Line: Replacement relay coils and solenoids for pinball machines.

SHARP IMAGE ELECTRONICS, INC.
8000 Wheatland Ave.
Unit C
Sun Valley, CA 91352
(818)767-8855
Product Line: Video game component parts, licensed video game conversion kits.

SPRINGFIELD SPECIALISTS
1147 Main #2
Sprinfield, OR 97477
(503)747-5353
(800)452-9567
(800)323-1033(in CA, NV, UT, WA)
Product Line: Video and bingo game supplies and accessories, billard supplies.

STANLEY ELECTRIC MFG. CO.
11th & Allegheny
Philadelphia, PA
(215)228-7300
Product Line: Fluorescent Fixtures.

TELESONIC INTERNATIONAL, INC.
2400 E. Commercial
Boulevard
Ft. Lauderdale, FL 33308
(305)772-9700
(800)334-5722
Product Line: 3 output switch-mode video game power supply

THE HYATT BALL COMPANY, INC.
31 School St.
Ft. Edward, NY 12828
(518)747-0272
Product Line: Billiard supplies.

TWEETEN FIBRE CO.
1756 W. Hubbard St.
Chicago, IL 60622
(312)733-7878
Product Line: Billiard chalk and chalk holders and cue tips.

TWO-BIT SCORE
11600 Manchaca Rd.
Suite 305
Austin, TX 78748
(512)282-9369
Product Line: Parts for pinballs.

VIKING CUE MFG., INC.
2710 Syene Raod
Madison, WI 53713
(608)271-5155
Product Line: Manufacturer of cues and cases. Repair of cues.

WARREN OF STAFFORD
99 Furnace Avenue
Stafford Springs, CT 06076
(203)684-2766
(800)325-9010
CEO: Joseph H. Anderer
President: Harry L. Davis
Sales Manager: Don D. Canfield, Jr.
Product Line: Billiard cloth.

WEST COAST BILLIARD SUPPLY
1696 W. Washington
Los Angeles, CA 90007
(213)737-6446
Product Line: Pool table accessories.

WESTAL ELECTRONICS
2386 Hemstead Tnpk.
East Meadow, NY 11554
(516)579-2121
Product Line: Parts and supplies.

WICO CORPORATION
6400 W. Gross Point
Niles, IL 60648
(312)647-7500
(800)323-0765
Toll Free Number:(800)246-WICO (IL)
Toll Free Number:(800)3679426 (CAN)
Product Line: Parts, supplies, and accessories for the coin-op industry.

WICO CORPORATION
5584 E. Imperial Hwy.
South Gate, CA 90280
(213)923-0381
(800)421-9731
Toll Free Number:(800)352-4151 (CA)
Product line: Complete line of parts, supplies, and accessories for the coin-op industry.

WICO CORPORATION
6685 Jimmy Carter Blvd.
Norcross, GA 30071
(800)241-5974
Toll Free:(800)332-9426 (in GA)
Product Line: Complete line of parts, supplies, and accessories for the coin-op industry.

WICO CORPORATION
26 Madison Rd.
Fairfield, NJ 07006
(201)575-0515
(800)526-2536
Product Line: Complete line of parts, supplies, and accessories for the coin-op industry.

WICO CORPORATION
2901 S. Highland Dr.
Bldg. 13, Space B
Las Vegas, NV 89109
(702)737-7508
Toll Free Number:(800)248-WICO (NV)
Product Line: Complete line of parts, supplies, and accessories for the coin-op industry.

WICO CORPORATION
10514 King William Drive
Dallas, TX 75220
(214)556-0356
(800)527-9970
Toll Free Number: (800)442-7901(TX)
Product Line: Complete line of parts, supplies, and accessories for the coin-op industry.

REPAIR & SERVICE

A.M. AMUSEMENTS
625 Hwy. 70 West
Clayton, NC 27520
(919)553-3571
Contact: Tom Phillips
Terry Meek
Product Line: Pinball, video, and jukebox repair.

ABBASI DIST. CO.
1306 North Loop
Houston, TX 77082
(713)869-6666
Contact: Mike Vhanani
Product Line: Game repair, spare parts, sale & installation of video conversions.

ABESCO, INC.
3840 Lagrange St.
Toledo, OH 43612
(419)476-6122
Contact: Phillis Ashenfelter
Cheryl Bodi
Product Line: pinball & video repair; billiard table repair.

ADVANCED VIDEO TECHNOLOGY
147 So. Vinewood St.
Escondido, CA 92025
(619)747-1533
(800)852-2223
(619) 747-1588 Tech Support
General Manager: Paul Davidson
Office Manager: Jeanette Davidson
Technical Support: Hans Richardson
Product Line: Card game-themed video games and kits; parts and service for Cal Omega product.

ALPHA-OMEGA AMUSEMENT & SALES
6 Sutton Place
Edison, NJ 08817
(201)287-4990
Contact: Frank Seninsky
Product Line: Board repair & complete game service.

AMES SUPPLY COMPANY
2537 Curtiss St.
Downers Grove, IL 60515
(312)964-2440
(800)942-1596
(800)323-3856 (outside Illinois)
Product Line: Electronic parts & test equipment; cleaning chemicals.

ANSCOT DISTRIBUTING CO.
29429 Southfield Rd.
Southfield, MI 48076
(313)443-1464
(800)826-7268
Officer: Martin Lustig
Product Line: Power supplies, parts for amusement games including video, pinball, darts, billiards, electronic parts.

AUTOMATED PRODUCTION EQUIPMENT
142 Peconic Ave.
Medford, NY 11763
(516)654-1197
Product Line: Printed circuit board repair and rework equipment, desoldering tools.

BENTLER AMUSEMENT COMPANY
1644 Homewood Ave.
Springield, IL 62704
(217)546-7060
Product Line: Shuffleboard resurfacing.

CAS LTD.
4063 State St. N.E.
Salem, OR 97301
(503)362-2305

Product Line: Game repair specializing in video pokers.

CENTURY COIN MACHINE
6311 Woodland Rd.
Morningside, MD 20746
(301)336-0065
Owner: Mark Balint
Product Line: Shop repairs & conversions.

CHALLENGER PRODUCTS
1419 E. Grauwyler
Irving, TX 75061
(214)721-0442
(800)527-5853
Contact: Terry Deutsch
Product Line: Conversion kit installation & sales; parts & supplies.

CLEVELAND COIN MACHINE EXCHANGE
17000 S. Waterloo Rd.
Cleveland, OH 44110
(216)692-0960
(800)362-1296
(800)321-2778 (outside Ohio)
Telex: 241 554
Product Line: Univid universal video game test system.

COIN-OP SERVICES, INC.
1197 S. W. 20th Way
Dania, FL 33004
(305)923-4426
Product Line: Service for jukeboxes National & Rowe bill changers; service for Ardac.

COIN-OP TECHNICAL SERVICES
3133 Madison Ave. SE
Grand Rapids, MI 49508
(616)452-8589
Product Line: Pinball, video, and conversion repair.

DOTECH LTD.
520 Minna
San Fransisco, CA 94103
(415)626-1443
Product Line: Service & parts for coin-op games (foreign & domestic).

ELDORADO PRODUCTS
14816 Main St.
Gardena, CA 90248
(213)516-9525
Product Line: Game repair service; video components in stock; sales of used boards.

EZE REPAIR COMPANY
134 HAMPDEN RD.
EAST LONGMEADOW, MA 01028
(413)525-1314
Product Line: Repair & Service of coin machines, rebuilding of old games, pool table recovering; parts & supplies.

GAMETEK SERVICE COMPANY, INC.
65-56 Fresh Meadow
Lane
Fresh Meadows, NY 11365
(718)762-1225
Product Line: Pinball and video service; conversion kit installation; monitor repair; PC board repair.

HOWARD'S SERVICE
1526-B Candy Tuft
Houston, TX 77038
(713)448-8392
Product Line: Coin-op repair, game refurbishing, music, vending & antique slots.

HUNTRON INSTRUMENTS, INC.
15720 Mill Creek Rd.
Mill Creek, WA 98012
(206)743-3171
(800)426-9265
Telex: 152951HUNTINSTLYWD
Product Line: Component tester that does not require the power on and can test down to the component level without removing the component.

IN SERVICE, INC.
765 Route 83
Suite 114
Bensenville, IL 60106
(312)860-9822
Product Line: Laserdisc repair, Pioneer authorized, preferred service company.

J 'N' B HOME AMUSEMENT COMPANY
1707 So. Rt. 130
Burlington, NJ 08016
(609)386-6696
(609) 387-0620
Product Line: Service, parts, and sales for coin-op equipment of all types.

J. J. Byrd & Company, Inc.
1837 Commonwealth
Avenue
Fullerton, CA 92633
(714)441-0795
Product Line: Repair & sales of video conversions.

JACK GUARNIERI SERVICE
P.O. Box 155
Booklyn, NY 11236
(718)241-4717
Product Line: Repair of coin-op equipment; test equipment.

JAY'S VENDING SERVICE
6812 North Point Rd.
Baltimore, MD 21219
(301)388-0993
Product Line: Board repair of all types, specializing in poker boards.

JENSEN TOOLS, INC.
7815 So. 46th St.
Phoenix, AZ 85044
(602)968-6231
Product Line: Video game service kits containing repair and conversion tools.

KIDDIE AMUSEMENTS, INC.
P. O. Box 556
Florence, MS 39073
(601)845-7501
Product Line: Kiddie rides; repair and service.

KOBETRON, INC.
2271 Arbor Blvd.
Dayton, OH 45439
(513)299-0990
Product Line: Digital circuitry evaluation and testing equipment including logic probes, comparitors and emulators; analyzers;power supplies, IC memory testors, EPROM programmers.

LASER TRONICS
1499 67th St.
Emeryville, CA 94608
(415)687-0490
Product Line: Service & repair of Pioneer, Phillips, Sony & Hitachi laser players; parts and discs for lasergames.

LOGICTIME
P.O. Box 85
Oreland Indust. Park
Oreland, PA 19075
(215)884-4443
Product Line: Hi-lo double-up joker poker board repair.

MULTITECH
P.O. Box 3417
Daytona Beach, FL 32018
(904)257-6121
Product Line: "Double-up" kit that puts two games in one cabinet.

NU CONCEPT SYSTEMS, INC.
2725 Advance Lane
Colmar, PA 18915
(215)822-8400
Product Line: printed circuit board

rework/repair equipment and static control equipment.

P&T VIDEO & REPAIR
1449 N. Hollenbeck
Covina, CA 91722
(818)331-4996
Product Line: Video repair & conversion of all models.

PACE, INC.
9893 Brewers Ct.
Laurel, MD 20707
(301)490-9860
Product Line: Soldering & desoldering device.

PACIFIC COAST GAMES
8400 Cerritos Ave.
Stanton, CA 90680
(714)952-3707
(800)228-8974
Product Line: Convertible system that will accept any kit on the market.

PINBALL WAREHOUSE
8751 Tampa Ave.
Northridge, CA 91324
(818)885-5050
Product Line: On-location repair shop.

PRINT PRODUCTS INTERNATIONAL
8931 Brookville RD.
Silver Spring, MD 20910
(301)587-7824
(800)638-2020
Product Line: Equipment, tools and supplies for electronic maintenance and service.

PRO CIRCUITRY INC.
1350 E. College Ave.
State College, PA 16801
(814)234-3209
Product Line: Kit for three games in one cabinet; video design & repair.

PROFESSIONAL ELECTRONICS, INC.
P.O. Box 463
Mt. Laurel, NJ 08805
(609)234-3209
Telex: 650317-6128 MCIUW
Product Line: Service on all types of equipment.

S&M REPAIR
SALES
AUCTIONS
28801 Plymouth Rd.
Llivonia, MI 48150
(313)421-7171
(800)322-4263
Product Line: Video and pinball repair.

S.O.S. DISTRIBUTING
5861 Marion St.
Denver, CO 80216
(303)292-5853
Product Line: Seeburg jukebox parts & repair; parts & service for videos & pins.

STAR AMUSEMENT
1535 Degrasse Ave.
Norfolk, VA 23509
(804)627-4362
Product Line: Video & pinball repair.

THE GAME DOC
8000 Wheatland Ave.
Suite B
Sun Valley, CA 91352
(818)504-0440
Product Line: Conversions, sales & service.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY
10514 Dupont Ave.
Cleveland, OH 44108
(216)541-3060
Product Line: Model 241 analyzing device for on-site alignment and troubleshooting of video monitors.

TWO-BIT SCORE
11600 Manchaca Rd.
Suite 305
Austin, TX 78748
(512)282-9369
Product Line: Pinball board repairs video game repair and conversion kits.

VIDEO SERVICES
1579 Harbins Rd.
Norcross, GA 30093
(404)925-8337
Product Line: Service & modifications on Digital Controls videos.

VINE'S MOBILE VIDEO SERVICE
214 A W. Mission
Drive
San Gabriel, CA 91776
(818)308-3718
(818)308-3717
Product Line: Video game kit repair service & sales.

ACME 88

TECHNICAL INSTRUCTION

BRAINERD AREA VOCATIONAL TECHNICAL INSTITUTE
300 Quince St.
Brainerd, MN 56401
(218)828-5344
(800)237-0630
(800)247-2574(in Minnesota)
Product Line: Schooling in vending and amusement technology.

NEVADA GAMING SCHOOLS, INC.
3100 Sirius
Las Vegas, NV 89102
(702)873-2345
(800)872-4665
President: A. W. Morgan
Administrator: Jan Welton
Product Line: Trade school teaching repair and maintenance of coin operated amusement machines, including slot machines, jukeboxes, pinballs, video games, etc.

VIDEO REPAIR SCHOOL
P.O. Box 121
Glen, MS 38846
(601)287-1594
Product Line: repair courses for video and pinball on mail-order program.

TEST EQUIPMENT

BUGTRAP INSTRUMENTATION
1209 Alderwood Ave.
Sunnyvale, CA 94089
(408)734-1118
Telex: 9103331168BUGTRAPSUNNYVA
Officers: John M. Rodrigues
Michael Wicksted
Product Line: Electronic test equipment including: logic comparators, signature analyzers, dynamic ram testers.

TICKET DISPENSERS

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2818 1/2 Honolulu Av

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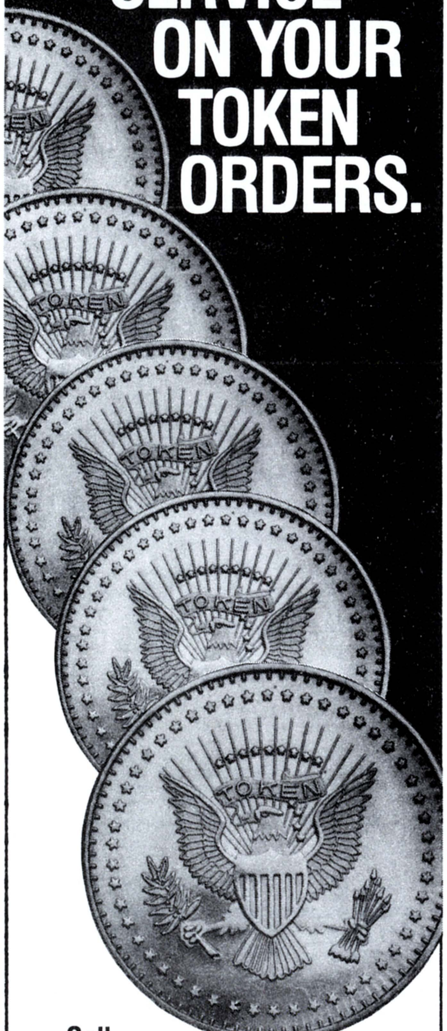

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Northwest Industrial Park
79 Walton Street
Attleboro, MA 02703
In Massachusetts, call (617) 226-3310

Verdugo City, CA 91046
(818)249-2077
Owner: Glen Wolcott
Product Line: Tickets, parts, and service for Compunetics and Destron bio-rhythm machines.

DELTRONIC LABS, INC.
8th & Maple Avenue
Lansdale, PA 19446
(215)362-9112
Product Line: Ticket dispensers, ticket kits, sound effect kits.

GLOBE TICKET CO.
680 Blair Mill Rd.
Horsham, PA 19044
(215)657-4230
Contact: Leah Tymitz
Product Line: Producers of tickets for coin-op industry.

NATIONAL TICKET CO.
Ticket Avenue
Shamokin, PA 17872
(717)648-6803
Product Line: Printed products.

NATIONAL TICKET COMPANY
1650 Broadway #804
New York, NY 10019
(212)757-1426
Contact: Kim Conway
Product Line: Fan-folded, machine issued tickets.

TOKENS

CHARLESTON MINT
P.O. Box 31143
Charleston, SC 29417
(803)577-2982
Contact: Conrad Neiman
Product Line: Tokens.

GREEN DUCK CORP.
255 S. Elm Street
Hernando, MS 38632
(601)368-9033
(800)647-6168
President: Robert P. Whitesell
V-P Sales: Phyllis Bohrer
Sales Supervisor: Sandy Savage
Director of Marketing: Marty Stewart

HOFFMAN & HOFFMAN
P. O. Box 896
Carmel, CA 93921
(408)625-5333
(800)227-5813
(800)227-5814 (In California)
Director of Marketing: Michael Hoffman
Director of Operations: Charles Hoffman
Product Line: Manufactures high quality tokens, coins and medallions.

INTERCARD TECHNOLOGY
23301 Vista Grande
Laguna Hills, LA 92653
(714)859-3800
Contact: Chris Moore
Product Line: Magnetic card reader gives full control over coin-op games and vending machines.

INTERFACE CONTROL SYSTEMS, INC.
10231 Bach Blvd.
St. Louis, MO 63132
(314)423-0777
(800)423-0777
Telex: 312898
President: M. W. Barth
Sales Manager: Ray Sherrod
Product Line: Debit card systems complete with add value units.

OSBORNE COINAGE CO.
2851 Massachusetts Ave.
Cincinnati, OH 45225
(513)681-5424
Contact: Arnold Wasserman or Virginia Moore
Product Line: Tokens.

ROGER WILLIAMS MINT
79 Walton St.
Attleboro, MA 02703
(800)225-2734
Product Line: Tokens, Q-bits, medals, gaming tokens.

VAN BROOK OF LEXINGTON
P. O. Box 5044
Lexington, KY 40555
(606)231-7100
Product Line: Tokens.

VENDING

ADVANCE MFG. CO.
11760 Roscoe Blvd.
Sun Valley, CA 91352
(818)767-5466
Owner: Donald Lemke
Product Line: Bulk venders.

ALMAN ENTERPRISES
1975 Timber Way
P.O. Box 12086

Reno, NV 89512
(702)329-4555
President: Lane Fleischer
Product Line: Slot styled vending machines; vintage slot machines Bally slot machine; all gaming equipment.

AMERIPRO REFRESHMENT PROGRAMS, INC.
1119 Regis Court
Eau Claire, WI 54701
(715)836-9933
(800)637-8363 WI Watts
President: Kenenth B. Sanders
Sales Manager: Paul H. Schultz
Product Line: Food vending machines, cigarette machines, candy and snack machines.

AMUSEMENT VENDING SUPPLIES
47-15 Barnett Ave.
Long Island, NY 11104
(718)706-7790
President: Chris Bianco
Product Lines: Conversions, repairs, full line of vending products.

AUTOMATIC PRODUCTS, CO
75 W. Plato Blvd
St. Paul, MN 55107
(612)224-4391
(800)523-8363
Fax: 612-224-5559
President: John B. Edgerton, Jr.
Executive V-P: John A. Gross
Dir. of Sales/Mktg.:Alan J. Suitor
Mgr. of Mktg Services: Lynn D. Bump
Service Manager: Hank J. Swalve
Product Line: Candy, cigarette, snack and hot drink vending machines and cold drink vending.

COIN ACCEPTORS, INC.
300 Hunter Ave.
St. Louis, MO 63124
(314)725-0100
Jim Douglass
Product Line: Wall-mount can drink machine.

THE CORNELIUS CO. DIV. OF IMI CORNELIUS (AM.)
One Cornelius Pl.
Hwy 10 West
Anoka, MN 55303
(612)421-6120
Pres. Cornelius Div.: Frank Thomas
Product Line: Beverage dispensing equipment.

DIXIE-NARCO, INC.
Lawrence Street
Ranson, WV 25438
(304)725-3481
James Vaught
Product Line: Cold-drink vending machines.

DORIS VENDING
883 Manton Ave.
Providence, RI 02909
(401)861-5937
President: Dave Ead
V-P: Rhonda M. Ead
Product Lines: Very Fine juice vendors, Victor Vending, snack machines, bulk vending.

FLATTO MFG. CO.
P. O. Box 2044
Miami Beach, FL 33140
(305)538-5022
Sales Manager: Henry Denton
President: E. W. Flatto
Product Line: Postage stamp vending machine.

FORD GUM & MACHINE
Hoag & Newton Avenue
Akron, NY 14001
(716)542-4561
Vice President: George Stege
Product Line: Gumball vendors.

FRITECO, INC.
8251 Greensboro Dr.
Suite 1150
McLean, VA 22102
(703)356-1444
President: Rene Mariotti
Product Line: French fry vending machine.

GRACO VENDING COMPANY
3780-C Bethania
Station Road
Winston-Salem, NC 27106
(919)924-5552
(919)924-2558
Owner/Operator: Gary W. Salmons
Sales Manager: N. Gray Salmons
Product Line: Bulk vending products; Bucky's Balloon vendors.

J. P. M. MARKETING, INC.
233 Georgia Ave.
Providence, RI 02905
(401)785-4420
Fax: 401-467-8320
President: Dave Jones
Vice-President: Peter Robinson
Product Line: Talking parrot egg vending machine.

LEKTRO-VEND CORP.
911 W. Sullivan Rd.
Aurora, IL 60506
(312)896-8555
President: Dave Stoner
Product Line: Glass-front vending machines for candy and snacks.

MACHINE-O-MATIC LTD
51 Bertrand Ave.
Scarborough
Ontario M1L 4P3,
Canada
(416)757-8820
Product Line: Peanut, gum & candy vending machines.

MEYER-GILLMANN INDUSTRIES
3280 Victor St.
Santa Clara, CA 95054
(408)980-0661
President: Julia Gillmann
Marketing: John Meyer
Product Line: Print Ur'Own Stickers coin-op product vendor.

MOVIE MACHINE CORP.
4621 A Boston Way
Lanham, MD 20706
(301)459-5986
President: John McGowan
VP Marketing: Jeffrey Shuken
Chief Operating Officer: John Bruen
Product Line: Video tape rental machine.

MR. CRISPY, INC.
9230 Islington Ave.
Woodbridge
Ontario L4L 1B2,
Canada
(416)851-2861
Product Line: French fry vending machine.

MR. VEND
9582 Topang
Canyon Blvd.
Chatsworth, CA 91311
(818)718-6061
(800)433-VEND
Fax: 818 718-0712
President: Simon Grill
Product Line: Coin-op vending and novelties.

NATIONWIDE MARKETING SERVICES
P. O. Box 333
Mt Sinai, NY 11766
(516)732-2042
President: Jack Falb
Product Line: Makers of luck lotto number machine, cigarette lighter vendor, 8-column mini mart merchandiser; manufacturer reps for water purifers, countertop &

upright snack vendors, soda & juice vendors and condom vendors.

OAK MFG. CO., INC.
650 s. Ave. 21
Los Angeles, CA 90031
(213)233-4202
Product Line: Gumball vendors.

PARKWAY MACHINE CORPORATION
1930 Greenspring Dr.
Timonium, MD 21093
(301)252-1020
(800)638-6000
Telex: 4990868
President: Irvin Kovens
Secretary: Edward B. Kovens
Treasurer: Murray R. Kovens
Product Line: Vending machines, parts, candy nuts, capsules, coin-counting equipment, money weighting scales, latex, stamp machines.

POLYVEND, INC.
South German Lane
Conway, AZ 72032
(501)327-1301
VP Sales & Marketing: Rich Crews
Product Line: Tabletop and upright snack-vending machines.

SANDEN INTERNATIONAL
10710 Sanden Drive
Dallas, TX 75238
(214)349-3030
Telex: 212306
Fax: 214-349-9966
800/4-SANDEN (472-6336)
Nat'l Sales Manager: Linda Eckhardt
Bus. Dev. Manager: Gary Massey
Product Line: Full size aseptic package vendors; mini-can vendors; compact, 4-glass-side merchandising coolers.

SELECTRA INT'L DESIGNS
2329 Story Ave.
Bronx, NY 10473
(212)931-4800
Product Line: Vending machines for stickers and stamps.

STORE ENTERPRISES, INC.
251 W. Holbrook Dr.
Wheeling, IL 60090
(312)541-3350
(800)323-5128
Product Line: Animated vendors and bulk vending.

STUCK-ON-STICKERS
350 Coney Island Ave.
Brooklyn, NY 11218
(718)851-5100
President: Mike Silverbush
Product Line: Vending machines for stickers & plastic laminates; stickers for such machines and for bulk venders; exclusive license for Popeye & Betty Boop characters.

SUCCESSFUL SCENTS
4819 Downman Road
New Orleans, LA 70126
(504)246-0419
Product Line: Perfume machines.

TALKING VENDOR CO.
P. O. Box 326
Chatham
Ontario N7M 5K4,
Canada
(519)351-2181
Sales Manager: Ken McPhail
Product Line: Makers of talking bulk vending machines.

TKW, INC.
2517 E. 7th Ave.
P. O. Box 9003
N. St. Paul, MN 55109
(612)770-2808
Vice President: Marilyn Welsch
Product Line: Canned beverage vending machines.

ULTRA-WATER VENDING LTD.
1373 Winnepeg St.
Regina, Saskatchewan
S4R 1K2,
Canada
(306)352-3817
Product Line: Purified water vending machine.

U-SEAL-IT CO.
20th & Callowhill St.
Philadelphia, PA 19130
(215)561-6171
President: Aaron Lieberman
General Manager: Jo Ann Finley
Product Line: Vending machine that dispenses plastic laminate and stickers.

USI CORP.
165 N. 10th St.
Waukee, IA 50263
(515)277-5397
(800)247-8709
President: David Forlenza
VP of Sales: John Taylor
Product Line: Full line of vending machines.

THE VENDO CO.
7209 No. Ingram
Fresno, CA 93650
(209)439-1770
(800)344-7216
Chairman: Spencer Childers
President: Joe R. Town
Senior VP: Robert F. Williams
Division Manager: William H. Carr
Parts Manager: Galen Corson
Product Line: Can and bottle vending machines; parts, supplies and accessories.

VEND-RITE MFG.
1750 W. North Ave.
Chicago, IL 60622
(312)772-6700
President: Richard J. Tennes
Vice President: Kathleen T. Mendoza
VP & General Mgr.: Robert G. Knoll
Product Line: Coin-op vending machines.

WITTENBORG USA, INC.
4295 F Int'l Blvd.
Norcross, GA 30093
(404)381-1111
VP Sales & Mktg.: Johnnnie Reeves
Product Line: Food & drink vending machines; microwave ovens & stands.

OTHER

ADVANCED GRAPHICS, INC.
4673 Aircenter Cir.
Reno, NV 89502
(702)827-8110
Product Line: All different types of screen printing.

BEELINE PRODUCTS
2149 O'Toole
Suite L
San Jose, CA 95131
(408)432-8333
Product Line: Supply industry with original artwork and printing for game cabinets. Create advertising brochures and more.

BLASTER TAG ARENA
439 Hialeah Drive
Hialeah, FL
(305)891-4471
President: Dr. David A. Peretz

BOB SNYDER & ASSOCIATES
20264 E. Carrey Rd.
Walnut, CA 91789
(714)595-1237
Product Line: Game and gaming consulting on skill and chance issues.

CAPITOL LIGHTING PRODUCTS CORP.
159 Alexander St.

Yonkers, NY 10701
(914)969-3400
Product Line: Lighting displays.

CHURCHILL CABINETS
2119 W. Churchill St
Chicago, IL 60647
(312)278-3580
Product Line: Cabinets for manufacturers.

CPC SERVICES, INC.
141 So. Central Ave.
Hartsdale, NY 10530
(914)683-1144
Product Line: Equipment financing.

DECAR CORP.
96 W. Moreland
Addison, IL 60101
(312)543-8050
Product Line: Game cabinets.

DELO COMPANY
26 B Coromar Dr.
Goleta, CA 93117
(805)685-3946
Product Line: Makers of the Delo Foot Vitalizer foot massage machine.

DISTRIBUTORS RESEARCH ASSOCIATES
1515 N. W. 167th St.
Suite 110A
Miami, FL 33169
(305)871-4980
Publisher: Ozzie Truppman
Sec./Treas.: Dorothy McGee
Computer Editor: Ted Bush
Product Line: DRA Price Guide for the Coin Machine Industry.

FOOTSIE WOOTSIE MFG. & DIST.
P. O. Box 1505
Arroyo Grande, CA 93420
(805)489-1815
Owner: Nancy Duncan
Product Line: Makers of foot massage novelty machine.

FRAZIER
Peiti Jean Mountain
Route 3 - Box 319
Morrilton, AR 72110
(501)727-5476
Product Line: Loudspeakers and sound reinforcement.

FRESNO SCREEN PRINT
1379 N. Rabe Ave.
Fresno, CA
(209)255-1871
Product Line: All types of plexiglass signs.

GREAT GATSBY'S AUCTION GALLERY
5070 Peachtree
Industrial Blvd.
Chamblee, GA 30341
(404)457-1913
Product Line: Pub/bar decor, mirrors, signs, jukeboxes, carved pool tables.

JIM STANSFIELD VENDING, INC.
P. O. Box 157
La Crosse, WI 54601
(608)782-7181
Product Line: Used games.

KARLIN & COLLINS
740 E. Arques Ave.
Sunnyvale, CA 94086
(408)736-3700
Product Line: Driverguide-electronic mapping system that generates step-by-step directions within metropolitan areas.

LIFE FORCE INTERNATIONAL, INC.
250 The Esplanade
Suite 200
Toronto, Ontario,
Canada M5A 1J2
(416)861-1286
Product Line: Condom/Aids Information booklet-packaged for vending.

M & P AMUSEMENT CO.
658 W. Market Street
York, PA 17405
(717)848-1846
Product Line: Games.

MBC, INC.
3400 Brush Hollow Rd.
Westbury, NY 11590
(516)333-6328
President: Mel Kaufman
Product Line: Cellular phone.

MITEK GROUP
One Metek Plaza
Winslow, IL 61089
(815)367-3000
Product Line: Loudspeakers and related electronics.

OMNI PACIFIC
1168 N. Johnson Ave.
El Cajon, CA 92020
(619)579-6664
Product Line: Cabinets on contract.

P. S. HURLBUT
382 Laurelwood Road
Santa Clara, CA 95054
(408)988-4282
Product Line: Video game cabinets.

PAY PHONE INDUSTRIES
2415 W. Amherst
Bloomington, IN 47401
(812)333-9939
Marketing/Sales: Ric Stephan
Product Line: Service and sell small pay phones.

PRIORITY CIGARETTE SERVICE, INC.
3628 Prospect Ave.
Cleveland, OH 44115
(216)431-4100
Product Line: Custom mirrored panels for cigarette vending machines.

STAR TECH JOURNAL, INC.
18 North Centre St.
Merchantville, NJ 08109
(609)662-1080
Publisher/Editor: James Calore
Office Manager: Sharon Eckert
Product Line: Publisher of service manuals and Star Tech Journal, the technical and informational monthly for the coin-op industry.

STAR TITLE CO.
1015 Park Avenue
Lakewood, NJ 08701
(201)370-4044
Product Line: Blank title strips, 45 and LP display boards, header strips.

STERLING TITLE STRIP
2100 E. Ohio St.
P. O. Box 5894
Pittsburgh, PA 15209
(412)322-4555
Officers: Edward Fedorchak
John Roberts
Sales Manager: Edward Fedorchak
Product Line: Jukebox title strips, printed and blank, divider cards, price stickers.

SUTTON INDUSTRIES
21 Cherokee Dr.
P. O. Box 586
St. Peters, MO 63376
(314)441-6150
President: Kim Sutton
Product Line: Coin-operated shoe polisher.

SYNSOR CORPORATION
14241 N. E. 200th St.
Woodinville, WA 98072
(206)481-6600
Product Line: Cabinets for manufacturers.

VICCO ELECTRONICS, CO.
P. O. Box 1019
Cathedral City, CA 92234

(619)321-7003
Product Line: Video game control panel labels.

VIDEO CONNECTION
930 Jeffery Ln.
Dixon, CA 95629
(916)678-5189
Product Line: Kits.

WESTFIELD, INC.
19808 Schoolcraft
Detroit, MI 48223
(313)838-5200
Promotions Director: Jeff Neumann
Product Line: Dart, pool, and foosball promotions.

WILLIS ENTERPRISES
85 N. 30th St.
San Jose, CA 95116
(408)286-8866
Product Line: Design and silk-screen cabinet artwork.

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335 Pioneer Way
Mountain View, CA 94041
(415)964-3537
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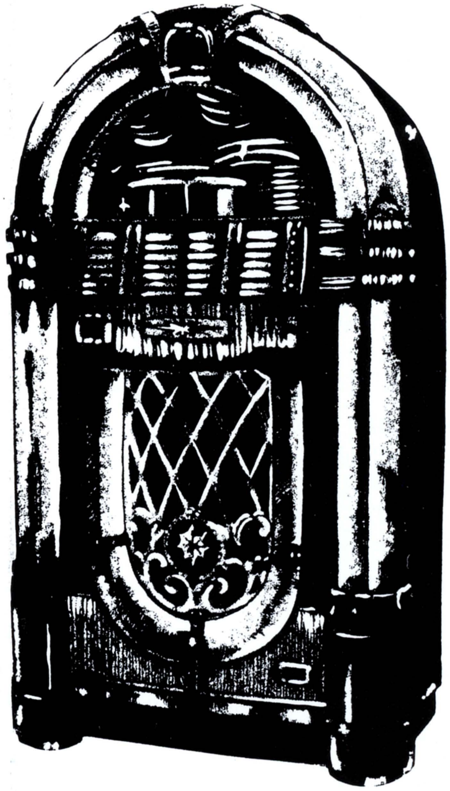

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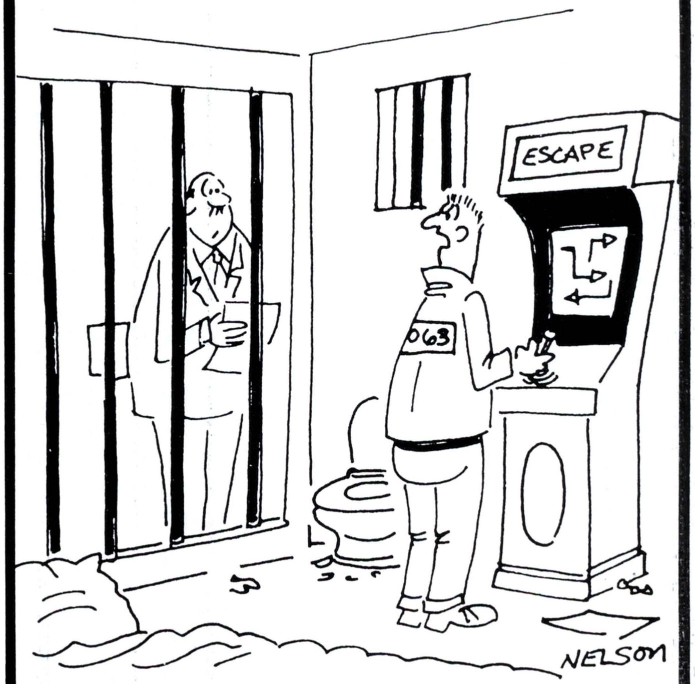

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South Holland, IL 60473
(312)333-9292
Fax:312 333 4086
Contact: Bill Glasgow, Sr.
Contact: Judy Novak

AMUSEMENT & MUSIC OPERATORS ASSOCIATION
111 E. Wacker Drive #600
Chicago, IL 60601
(312)565-4602
Exhibits Manager: Ann Harris
PR Manager: Fred Newton

ASSOCIATIONS

AMERICAN AMUSEMENT MACHINE ASSOCIATION
205 The Strand
Alexandria, VA 22314
(703)548-8044

AMUSEMENT & MUSIC OPERATORS ASSOCIATION
111 E. Wacker Drive #600
Chicago, IL 60601
(312)565-4602
Telex:25-4073
Executive V-P: William W. Carpenter
Exhibits Manager: Ann Harris
PR Manager: Fred Newton
President: Walter Bohrer, Jr.
First V-P: Clyde Knupp
Treasurer: Jack Kerner
Secretary: Jim Trucano
Product Line: Not for profit trade association representing the coin-op amusement, music and vending industries.

AMUSEMENT PLAYERS ASSOCIATION
P. O. Box 1558
Torrance, CA 90505
(816)471-2031
President: Steve Harris
Treasurer: Perry Rodgers
Product Line: Coin-op promotions and public relations.

ASCAP
One Lincoln Plaza
New York, NY 10023
(212)870-7576
Performing rights.

BROADCAST MUSIC, INC. (BMI)
320 W. 57th Street
New York, NY 10019
(212)586-2000
Performing rights.

BULK BUYERS, INC.
19360 Rinaldi St.
Suite 116
Northridge, CA 91326
(818)349-0084

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION(NAMA)
20 N. Wacker Dr.
Chicago, IL 60606
(312)346-0370
Chairman, Board of Dir.:
James A. Rost

NATIONAL POCKET BILLIARD ASSOCIATION, INC.
2635 W. Burnham St.
P. O. Box 15365
Milwaukee, WI 53215
(414)672-3935

LEAGUES

AMERICAN SHUFFLEBOARD CO.
210 Paterson Plank Road
Union City, NJ 07087
(201)865-6633
Product Line: Information and materials for shuffleboard league

AMOA NATIONAL DART ASSOCIATION
1718 North First St.
Milwaukee, WI 53212
(414)263-2444
Contact: Joe Conway

ARACHNID, INC.
6421 Material Ave.
Box 2901
Rockford, IL 61132
(815)654-0212
(800)435-8319
Contact: Sam Zammuto
Contact: Marcio Bonilla
Product Line: Dart league

DYNAMO CORPORATION
2525 Handley-Ederville Road
Richland Hills, TX 76118
(817)589-7699
(800)527-6054
Contact: Mark Struhs
Product Line: Table soccer, air hockey, and pool tournaments and promotions.

E-SOFT SYSTEMS
1276 Red Pine Circle
Baxter, MN 56401
(218)829-4743
Product Line: Computer software management systems for pool and dart leagues.

MERIT INDUSTRIES
2525 State Rd.
Box 5004
Bensalem, PA 19020
(215)639-4700
President: Peter Feuer
Vice President: Mort Ansky
Product Line: Dart league tournaments and promotions.

U.S. AIR-TABLE-HOCKEY ASSOCIATION
P.O. Box 25338
Houston, TX 77265
(713)827-1061
Contact: Phil Arnold
Product Line: Tournaments and promotions, player organization.

VALLEY NATIONAL 8-BALL LEAGUE ASSOCIATION, INC.
333 Morton St.
Bay City, MI 48706
(517)892-4536
(800)248-2831
Product Line: National operator-run 8-ball league; free operator information kits available.

STATE ASSOCIATIONS

ARIZONA

ARIZONA COIN OPERATORS
P. O. Box 56966
Phoenix, AZ 85079
(602)233-0190

ARKANSAS

ARKANSAS MUSIC OPERATORS ASSOCIATION
P.O. Box 2500
Hot Springs, AR 71914
(501)623-5864

CALIFORNIA

CALIFORNIA COIN MACHINE ASSOCIATION
925 "L" Street #780
Sacramento, CA 95814
(916)441-5451

COLORADO

ROCKY MOUNTAIN AMUSEMENT & MUSIC OPERATORS ASSN.
6321 N. Washington
Unit A
Denver, CO 80216
(303)289-6200

CONNECTICUT

AMUSEMENT & MUSIC OPERATORS OF CONNECTICUT, INC.
13 Britton Drive
Bloomfield, CT 06002
(203)243-1461

EASTERN CONNECTICUT MUSIC OPERATORS ASSOCIATIONS
P. O. Box 940
Norwich, CT 06360
(203)889-8471

FLORIDA

FLORIDA AMUSEMENT VENDING ASSOCIATION
P. O. Box 13089
Tallahassee, FL 32317
(904)878-3134

GEORGIA

GEORGIA AMOA
54 Dix-Lee 'On Drive
Fairburn, GA 30213
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Boise, ID 83714
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(312)369-2406

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Naperville, IL 60540
(312)369-2406

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(517)372-2323

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Minneapolis, MN 55410
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St. Louis, MO 63110
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Fremont, NE 68025
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Toms River, NJ 08753
(201)929-1667

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Asbury Park, NJ 07712
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Truth or Consequence, NM 87901
(505)894-7640

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Port Chester, NY 10573
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New York, NY 10019
(212)245-7550

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Delmar, NY 12054
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Houston, TX 77023
(713)923-5985

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Salt Lake City, UT 84101
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Secretary: Charles Rowland

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WISCONSIN AMUSEMENT & MUSIC OPERATORS ASSOCIATION
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Hales Corners, WI
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Australia 2206
Phone: (02) 559-1498

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Postbus 70,
5258 ZH Berlicum,
Holland

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DORES DE MAQUINAS RE
CREATIVES Y DE AZAR
SPAIN
Colombia, 35 bajo dcha,
Madrid-16
Phone: 91-250 1621-46

ASOCIACION NACIONAL DE MAQUINAS RECREATIVES
(ANDEMAR)
Estebanez Calderon,
5.5 Madrid-20,
Spain
Phone: 2790962-3

BRITISH AMUSEMENT CATERING TRADE ASSOCIATION(BACTA)
122 Clapham Common
North Side,
London SW4,
Great Britain
Phone: 01-228 4107

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23 Centre Alleee-
Scheffer, Luxembourg
Limpertsberg,
Luxembourg

DANSK AUTOMATENBRANCHEFORENING
Kastanie Alle 22,
DK-2720
Denmark
Phone: 00 451 71 94 02

DEUTSCHER AUTOMATEN-GROSSHANDELS-VERBAND (DAGV)
Otto-Beckstr. 46,
Postf. 1827
D-6800 Mannheim,
West Germany
Telex:04-63018
Phone: 06 21/44 10 68

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Diego de Leon 50,
8 Madrid-6
Phone: 91-411 61 61

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Bundoran,Co. Donegal
Ireland
Phone: 072 41257

IRISH AMUSEMENT TRADES ASSOCIATION (IATA)
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Clontarf,
Dublin 3,
Ireland
Phone: 01 337415

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2-10-2 Nagata-Co.
Choyoda Ward, Tokyo 100
Phone: 593-2564

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Northern Ireland
Phone: 74 3994

NORTHERN IRELAND AMUSEMENT TRADES ASSOCIATION
40-41 Smithfield Sq.
Belfast BT1 1JE,
Northern Ireland
Phone: 62 0786

NIHON AMUSEMENT OPERATORS ASSOCIATION (NAO)
Japan
9th Floor, Yasuda Seimei Bldg.
8-3-1 Chome Shibuya
Shibuya, Tokyo 150
Phone: 03 407 8711

SVERIGES AUTOMATAGARES RIKSFORBUND
Box 1136,
S-17122 Solna,
Sweden

UNION BELGE DE L'AUTOMATIQUE (UBA)
44 Place Princesse
Elisabeth, Bte 3
1030 Brussels,
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Phone: 02 242 71 74

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A-1200 Wien
Wallensteinstrasse 5
Austria
Phone: 0222 33 21 87

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Gubelstrasse 28
Postfach 699,
CH 8050 Zurich,
Switzerland

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Aachener Strasse 197
-199, D-5000 Koln 41
West Germany
Telex:08-881829
Phone: 0221 401009

ZENTRALORGANISATION DER AUTOMATENUNTERNEHMER (ZOA)
Esplanada 6,
D-2000 Hamburg 36,
West Germany
Telex:2164835
Phone: 040-34 06 33

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Sarmiento 3236
7600 Mar Del Plata
Argentina
Phone:(23) 2-5532
President: Mauricio Mochkovsky
V-P: Jorge Mochkovsky
Director: Alex Mochkovsky
Product Line: Atari, Exidy, Sega, Namco, Bally, Konami

AUSTRALIA

FUN WORLD
Bahnhofstrabe 26
Gmuden,A-4810
Austria
Phone: 7612/5259,5017
Product Line: Coin controlled video amusement and gaming machines.

CANADA

ALBERTA SHUFFLEBOARDS
10331 178th St.
Edmonton, Alberta,
Canada T5S 1R5
(403)486-GAME
President: Igor Vernik
Sales: Victor Linetesky
Product Line: Arachnid, Bally Midway, Bally Sente, Data East, Deltronics, Dynamo, ICE, Kiddie Rides USA, Merit, Rock-Ola, Sega, Sun, Taito.

ALCOHOL COUNTERMEASURE SYSTEMS, INC.
975 Midway Blvd.
Unit 14
Mississauga, ON
Canada L5T1X1
(416)671-2288
Telex: ALERTMSGA 069-68538
President: Felix J. E. Comeaux
Product Line: Alcohol breath tester.

ALOUETTE AMUSEMENT CANADA
8505 Delmeade Rd.
Montreal
Quebec H4T 1M1,
Canada
(514)342-9111
President: Gerald O'Reilly
Secretary/Treas.: Phyllis O'Reilly
Vice President: Tim O'Reilly

AMUSEMENT MACHINE DIST.
110 Hymus Road
Scarborough, Ontario
M1L 2C9,
Canada
(416)288-1276
President: John Keimel
Sales Director: William Burger
Product Line: Exclusive Canadian manufacturer reps for Elektro-Mobiltechnik kiddie rides.

ASTROVISION
145 Bentley, Unit 9
Nepean, Ontario
K2E 6T7,
CANADA
(613)226-7515
President: Fred McAleer
Vice President: Monica McAleer
Production Manager: Stephen McAleer
Product Line: Coin-op Astro Scale, reminiscent of the old penny scale; Astro Memory Game; Mood Analyzer; Lotto-Love.

ATLAS AUTOMATIQUE, INC.
724 Renaud
Dorval, Quebec,
Canada H9P 1H5
(514)631-9790
President: Pierre Lapointe
Sales Manager: Andre Labbee
Product Line: Bonanza, Coinco, Game Plan, Giochi cranes, Litton, Mars, Noraut, Rowe Music & Vending, Vend King.

BANCO CANADA, INC.
7105 Trans-Canada Hwy.
St. Laurent, Quebec,
Canada H4T 1A2
(514)336-2014
V-P: Richard Laniel
Sales Manager: Gordon Luciani
Sales: Andre Rossi
Technician: Guilliaume Lefrancois
Comptroller: Michel Boutet
Product Line: American Shuffleboard, Chicago Lock, Greenwald Industries, Hantarex, Imagination Leisure, Klopp, Pap-R-Products, Van Lock Co., dart machines, condom machines, pool table and accessories, video games and accessories, microwaves.

BOWCORP DISTRIBUTING
4728 50 St.
Red Deer, Alberta,
Canada T4N 1X2
(403)340-1010
(800)661-8692
General Manager: Art Anastasi
Office Manager: Dena Anastasi
Sales Manager: Art Anastasi
Service Manager: Harry Hall
Product Line: A-1 Products, Carousel, Leland Corp., Exidy, Fuji, ICE, Klopp, National, Nitchibutsu, Sun, Tradewest, Valley, Wico.

BROKERHOUSE DISTRIBUTING
4 Racine Rd., Unit 9
Rexdale
Ontario M9W 5W7,
Canada
(416)747-0990
President: Jeff Suitor
Vice President: Greg Suitor
Product Line: Rowe music & vending, USI.

DON'S VENDING
7127 104th St.
Edmonton, Alberta,
Canada T6E 4B7
(403)434-2433
Product Line: Deutsce Wurlitzer, Game Plan, Bally Midway.

GAMETEK SYSTEMS, INC.
500-1177 W. Hasting
Street
Vancouver,BC,
Canada V6E 2K3
(604)688-4263
Product Line: Coin-Operated arm-wrestling games.

T. W. GILCHRIST VENDING
700 Queen St. East
Toronto, Ontario,
Canada M4M 1G9
(416)469-4181
Tom Gilchrist
Product Line: Arachnid, Bally Midway (pins), Dynamo, Exidy, Game Plan, ICE, Klopp, NSM-Lions, Sutra Tournament Soccer, Universal Shuffleboard.

INTERCITY LEISURE
889 Wall St.

Winnipeg, Manitoba,
Canada R3G 2T9
(204)774-0819
Product Line: Premier.

LANIEL AUTOMATIC MACHINES
151 Rockland Rd.
Montreal, Quebec,
Canada H3P 2W3
(514)731-8571
Pierre Laniel
Jean Coutu
Product Line: Atari, Bally Midway, Bally Sente, Data East, Game Plan, ICE, Konami, Lektro-Vend, Nintendo, Northwestern, Premier, Seeburg, Sega, Taito, Valley, Williams.

LANIEL (CANADA), INC.
7101 Trans-Canadienne
St. Laurent, Quebec,
Canada H4T 1A2
(514)336-5050
President: Gaetan Laniel
Controller: Jean Nadon
Mktg. Director: Jean-Marc Laniel
Operations Dir.: Pierre Hardy
General Manager: Danis Laniel
Sales Rep: Alain Cliche
Vending: Jacques Charbonneau
Product Line: Coin Mechanism, Dynamo, Envipco, Game Plan, ICE, Kramer, Monroe, NSM-Lions, Rock-Ola, Seeburg, UBI, Vendo/USI.

MONARCH COIN EQUIPMENT LTD.
889 Wall St.
Winnipeg, Manitoba,
Canada R3G 2T9
(204)774-0819
President/Manager: Maurice Francen
Head Technician: Darrell Schalla
Product Line: Game Plan, Navend, Rock-Ola, Williams.

NEW WAY SALES CO.
6680 Finch Ave. W.
Unit 1
Rexdale, Ontario,
Canada M9W 6C2
(416)674-8000
President: Jerry Janda
V-P: Paul Janda
General Manager: Doug Bailey
Service Manager: Dorian Milleman
Parts Manager: John Shany
Product Line: American Shuffleboard, Atari, Bally Midway, Bally Sente, Capcom, Leland Corp., Data East, Exidy, Game Plan, Grayhound, ICE, Klopp, Konami, Memetron, Merit, Monroe, Nintendo, Premier, Rock-Ola, Romstar, Sega, Sun, Taito, Tecmo, Tradewest, UBI, Williams.

NOVA GAMES
180 Graveline
St. Laurent, PQ
Canada H4T 1R7
(514)342-5990
Product Line: Video game cabinets.

PACIFIC VEND DISTRIBUTORS
1618 S.E. Marine Dr.
Vancouver, B. C.,
Canada V5P 2R6
(604)324-2164
Director: Samuel Feder
Director: Karl Feder
Service Manager: Young Ahn
Product Line: Atari, Leland Corp., Coin-It, Data East, Dynamo, Exidy, Konami, Memetron, Nintendo, Rock-Ola, Romstar, Rowe, Sega, Status, Sun, Tecmo, Valley, Williams.

POARA ENTERPRISES LTD.
3 Bradwick Dr.
Concord
Ontario L4K 3T4,
Canada
(416)738-5155
Telex:06-964875
Fax:416-738-5158
Contact: Yong Park
Product Line: Conversion kits.

P. V. A. INC.
7101 Trans-Canada Hw.
St-Laurent, Quebec
H4T 1A2,
Canada
(514)336-5050
Product Line: Cabinet makers.

RALPH'S AUTOMATIC COIN MACHINE SERVICES CO.
7666 Kingsway
Burnaby, B. C.,
Canada V3N 3C6
(604)525-5656
Owner: Ralph Winfield
Owner: Ann Winfield
Dir. of Marketing: Bud Weiss
Sales: Gene Peacock
Product Line: Autorovo, Bally Midway, Bally Sente, Carousel kiddie rides, Leland Corp., Grayhound, Romstar.

SULLIVAN DISTRIBUTING CO.
21 Kelfield St.
Rexdale, Ontario,
Canada M9W 5A1
(416)248-6264
President: Brendan Sullivan
Product Line: Rowe Music & Vending.

J. E. WEATHERHEAD DISTRIB.
4318 Dawson St.
Burnaby, B. C.,
Canada V5C 4B6
(604)294-8271
President: Jim Weatherhead
Manager: Jim Niblock
Product Line: Arachnid, Atari, Bally Midway, Bally Sente, Leland Corp., Dynamo Soccer, Exidy, Game Plan, ICE, Klopp, Konami, Nichibutsu, Rowe Music & Vending, Valley.

FRANCE

HCL FRANCE
47 Rue de Donthieu
75008 Paris
France
Phone: (1) 42 891410
Product Line: Wheel of fortune game based on Tarot cards.

HOLLAND

SUZO TRADING COMPANY B V
Pieter De
Hoogstraat 40
Rotterdam,
Holland NL
Phone: 0931-10-4766399
Product Line: Joysticks.

JAPAN

JALECO LIMITED
5-24-9 Kamiyohga
Setagaya-ku
Tokyo, 158
Japan
(03)420-2271
Telex:JALECO J27891
President: Y. Kanazawa
Service Manager: H. Saigusa

NAMCO LIMITED
2-8-5 Tamagawa
OTA-KU
Tokyo, 146
Japan
(03)756-2311
Telex:2468521MANINT J
President: Masaya Nakamura

SUZO INTRODUCES

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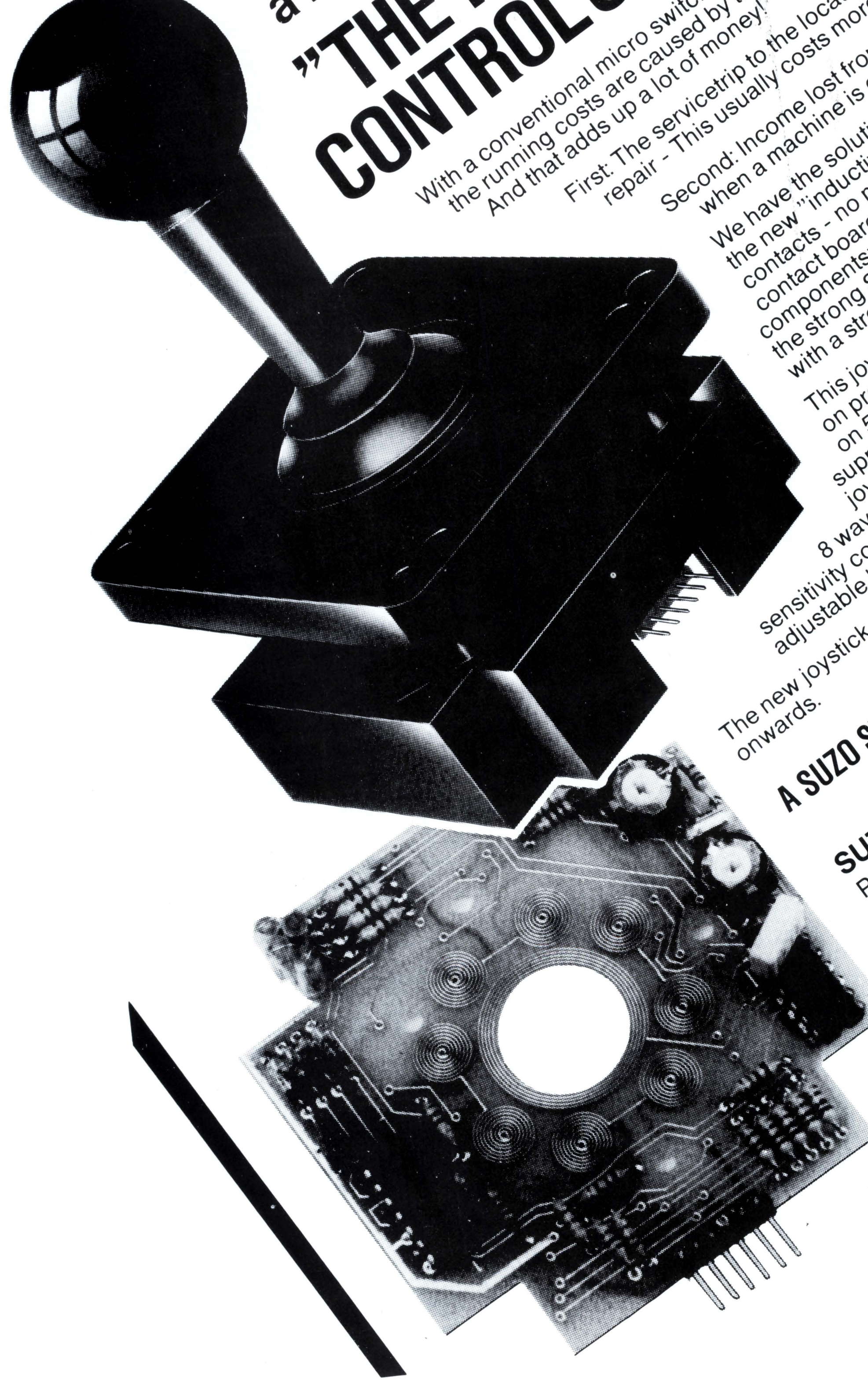

With a conventional micro switch control joystick, 80% of the running costs are caused by the micro switch alone. And that adds up a lot of money!

First: The servicetrip to the location and time spends to repair - This usually costs more than a new joystick.

Second: Income lost from down-time when a machine is out of order.

We have the solution to this problem with the new ''inductive control system'' - no contacts - no micro switches. Only a contact board with a few electronic components; all these things mount on the strong STC joystick control (now with a strong spring on the handle).

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Telex: 24392
Fax: Int 31-10-4779481

Director of Overseas Division:
Ryuji Hashiguchi
Product Line: Hardware and software for amusement game machines.

SIGMA ENTERPRISES, INC.
17-1 Shibuya 1 Chome
Shibuya-ku
Tokyo, 150
Japan
(03)486-2891
Telex:242-2266SIGMA J
Fax:3-486-2890
President: K. Manabe
Executive V-P: T. Hagiwara

PUERTO RICO

CENTRAL VENDING SVS
Plaza Carolina
P. O. Box 8772
Carolina, 00925
Puerto Rico
(809)792-7410
Product Line: Williams

COIN O RAMA AMUSEMENTS
302 Rio Grande St.
San Juan, PR
(809)728-1978
Telex:4204 ENTREBOR
Owner: Manuel Coll
Head Technician: Blackie Calderon
Product Line: Used equipment sales and service including conversions and refurbishment of cabinet; full range of parts.

VIDEO AMERICANO
J-9 Marginal
Los Angeles
Carolina, 00630
Puerto Rico
(809)791-6626
Owner/Sales: Leon Telvi
Co-Owner/Technician: Rubin Reyes
Service: Jose Villalobos
Product Line: American Lock, Capcom, Coin Control, Coin Marketing, Coin Mechanisms, Konami, Master-Lock, Nintendo.

SOUTH AFRICA

LEWLESAL PTY. LTD.
21 End St.
Lakeview
Johannesburg, 2091
South Africa
(011)493-6246
Telex:4-85915 SA
Officer: G. Kuper
Sales Manager: T. Correia
Service Manager: A. Kolobai

SPAIN

ELECTRONICA FUNCIONAL OPERATIV
Ma. Barrientos #23
028 Barcelona,
Spain
Phone: 93-339-71-58
Product Line: Video equipment

UNITED KINGDOM

COIN CONTROL LTD.
1515 Charles Street
Stockport, Cheshire
SK 13 JU,
England
Product Line: Counters and sorters.

CROWN SCALE LTD
Mount St./Staple-
ford, Nottingham
NG8 9AW,
ENGLAND
Telex:37605 COMIND G

WEST GERMANY

NOVA APPARATE GMBH & CO.
Lademannbogen 134
D-2000
Hamburg, 63
West Germany
(40)538-0080
Telex:2 14122
Fax:(40)53 80 08-88
President: Hans H. Rosenzweig
Import/Export Manager: Udo Nickel
V-P Domestic Sales: Dieter Rucker
V-P Spare Parts: Horst Knappe
V-P Service: Eduard Valentin
Product Line: Coin-operated amusement games: Atari, Capcom, Data East, Merit Industries, Nintendo, Sega, Taito, Williams Electronics, Grand Products, Leland Corp.; CD phonographs; Seeburg.

FROM
ANY
VIEWPOINT
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State of the Industry: Cautious Optimism as Collections Rise

STATE OF THE INDUSTRY VITAL STATISTICS

(in Billions)	1987	1986	1985	1984
GROSS COLLECTIONS......	$5.4	$4.0	$4.5	$4.5
WEEKLY GROSS PER VIDEO GAME ...	$64	$57	$57	$53
OPERATOR POPULATION ..	4,700	4,500	6,000	9,000
GAMES ON LOCATION.....	1,510,000	1,450,000	1,500,741	1,652,324
LOCATIONS	375,000	350,000	293,392	378,464
NEW GAME PURCHASES ..	298,000	255,000	233,150	260,324

by Valerie Cognevich

As usual, we would like to thank the hundreds of operators who took precious time from their businesses to fill in the state of the industry survey we sent to them. We understand that a lengthy survey may seem overwhelming to many, while those that take the time realize they are doing it to have an accurate picture of their industry. Each confidential survey is scrutinized and tabulated by Dr. Richard Priesmeyer of the management/consulting firm, Priesmeyer & Associates. The results give us a pretty good idea of the state of the industry and how it has improved, worsened, or stayed the same compared to previous years. However, there is always a margin for error in a representative sampling and we emphasize that it would be unfair to use the results for any legislative purpose.

Collections up

The biggest news last year was the increase in industry gross collections. Since 1982, the numbers have dropped each year. However, 1987 proved to be the year that the numbers began to climb. The gross collections rose 35%, up to $5.4 billion from $4.0 billion in 1986. The record high was reported in 1982 when industry gross collections topped $8.9 billion.

The operator population increased slightly in 1987, another variation from the last several years when operators dropped by the hundreds from the industry. Considering the increase in gross collections and the slight increase in operators, the conclusion is a bigger slice of the profits for all. Dividing the number of operators into the gross collections, each operator averages just over a million dollars in profits compared to 1983 when gross collections were over six billion but operators numbered 11,000 giving each $546,000 share of the collections. We know this is a very hypothetical number since sizes of operations vary greatly, but it puts the industry gross collections in perspective in relation to the number of operators.

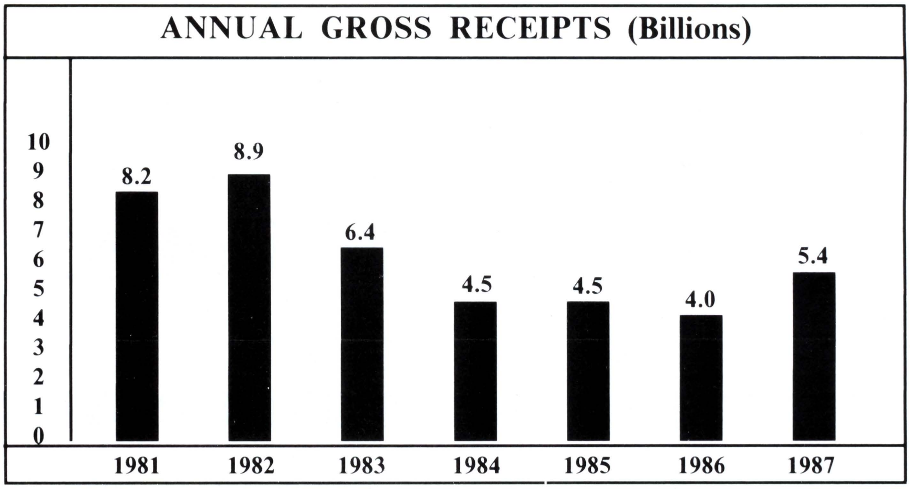
Equipment weekly gross collections continued their upswing, again, after several years of plummeting numbers. The average weekly gross on video games rose 12% from $57 in 1986 to $64 in 1987. Operators also bought considerably more video games, 225,000 compared to 173,000 last year. The second greatest increase in purchases was dart games, 12,000 new games purchased compared to 8,000 in 1986. Overall, operators increased their equipment purchases by nearly 17% topping 1986 purchases of

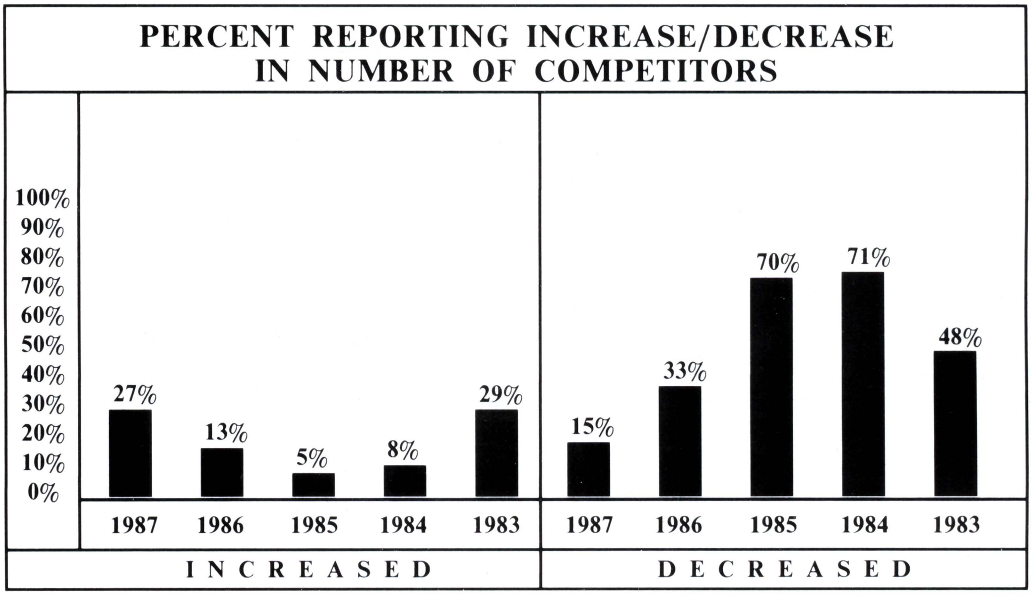
255,000 games with nearly 300,000 coin-operated amusement machines bought in 1987.

Operators also had more games in more locations; 1,510,000 coin-op amusement games in 375,000 locations compared to 1,450,000 games in 350,000 locations in 1986. And surprisingly, more operators than ever before were securing those locations with contracts. Just over 14% of operators use contracts in *all* of their locations compared to 10% in 1986. In fact, nearly 50% of the operator population uses contracts in some of their locations.

But video was not the only equipment type to show an increase in weekly gross collections. Electronic dart games not only had a significant rise in purchases but also an impressive surge in collections; up nearly 66% to $73 per week from $44 in 1986. Dart games accounted for slightly more than 3% of the equipment on location and over 30% of the operator population operates the games. About 3% said they were operating dart games without leagues but were seriously considering starting them. With the percent of operators not operating electronic dart games, we should see increases in the following years. However, we need to see a higher percent involved in leagues. The consensus is that leagues and tournaments are vital to the success of electronic darts. The dart game manufacturers have been active in promoting the game.

Pinball collections rose nearly 18% topping 1986's $51 with $60 per week. And although the number of quarters increased in collection boxes, pinball went from 10% of the equipment on location to 8%. It's obvious with the increase in the percent of video and darts in locations, that something had to suffer. But pinball was not the only equipment type to record a drop in the percent of equipment on location: jukeboxes in 1986 accounted for over 8% of the equipment on location, in 1987 that number dropped to a little over 6%;



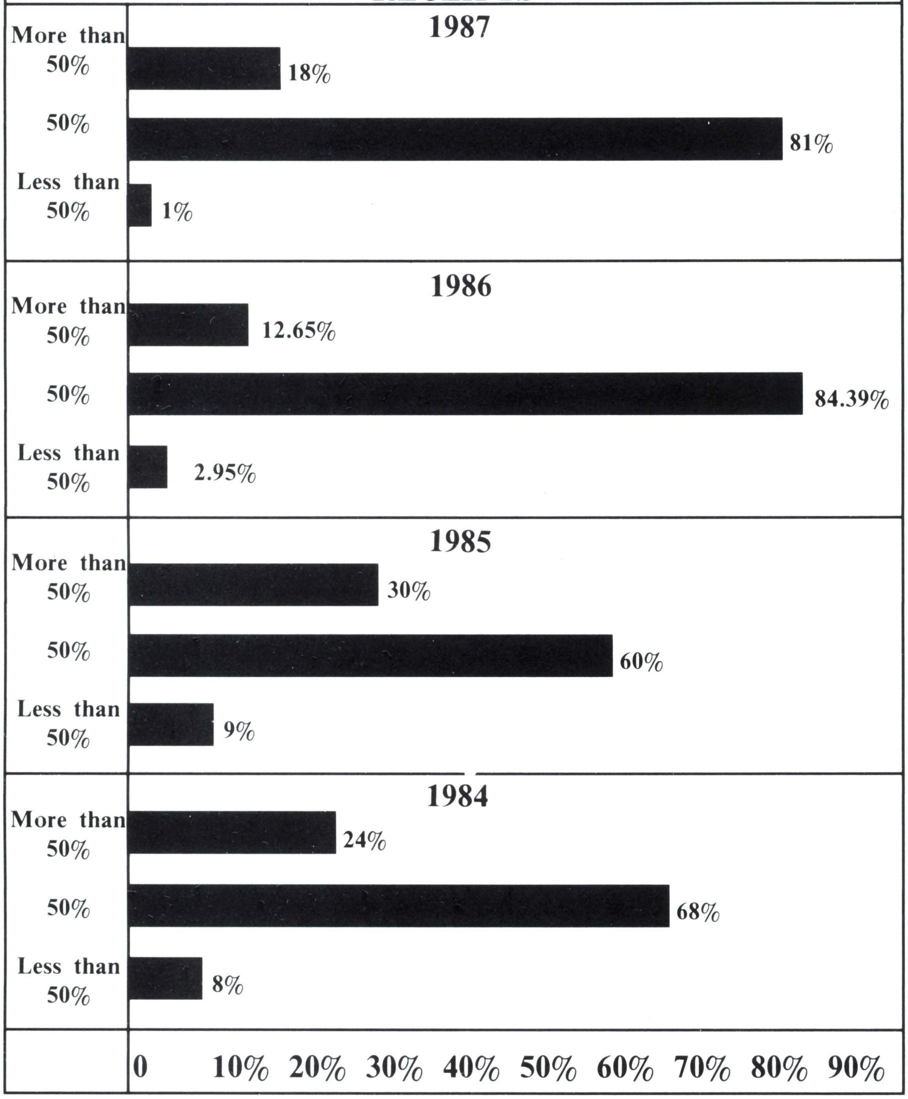


OPERATOR POPULATION

	1987	1986
Street	42.9	41.55
Mixed	40.9	42.96
Arcade	16.2	15.49

OPERATOR POPULATION (%) BY NUMBER OF STREET LOCATIONS

#LOC	1987	1986
1 - 10	16.3	20.6
11 - 25	14.6	21.5
26 - 50	20.3	20.6
51 - 75	9.0	10.5
76 - 150	25.2	13.6
151 - 200	4.0	5.3
201 - 300	5.7	2.6
OVER 301	4.9	2.2



OPERATOR'S PERCENTAGE SHARE OF GROSS RECEIPTS

pool tables made up nearly 6% of the equipment on location in 1986 but that number dropped to slightly over 3% in 1987.

However, cranes and merchandisers, though showing a decrease in new purchases recorded a slight increase in the percentage of equipment on location, up to nearly 4% from 3% in 1986. The weekly gross collections dipped to $191 from $266 in 1986 but that was expected. However, it is significant to note that slightly over 40% of the operator population is still not operating cranes. As we reported in our year in review story in the December issue, many states, cities, and towns are currently taking steps to clearly define whether these machines are legal or considered gambling. Although, I feel certain we won't see the number of new purchases top the previous years, there could be an increase in new purchases once the legal problems are ironed out. About 9% reported knowing of cranes being confiscated in their areas. The most prominent fight in the industry right now is Arizona where the state took steps to completely ban cranes and merchandisers calling them gambling machines. The state association took action with a suit against the state. There has been no outcome to report. Of the operators that operate cranes, 36% mix their own assortment of merchandise while 22% rely on pre-pak assortments.

1987
AVERAGE WEEKLY GROSS COLLECTIONS BY TYPE OF MACHINE

TYPE OF MACHINE	1987	1986	1985	1984	1983	1982	1981	1980	1979
POOL TABLES	$60	$61	$58	$63	$58	$63	$67	$66	$57
MERCHANDISERS	$191	$266	•	•	•	•	•	•	•
ELECTRONIC DART GAMES	$73	$44	$57	$55	•	•	•	•	•
VIDEO GAMES	$64	$57	$57	$53	$70	$109	$140	$102	$64
COUNTER GAMES	$61	•	$57	$52	•	$49	$37	•	•
KIDDIE RIDES	$35	$33	$21	$50	•	$37	•	•	•
PINBALL GAMES	$60	$51	$52	$41	$38	$55	$66	$63	$65
PHONOGRAPHS	$69	$55	$47	$40	$50	$51	$55	$50	$54
SHUFFLEBOARDS	$45	•	$31	$30	•	$48	$31	$28	$41
FOOSBALLS	$28	•	$25	$26	•	$31	$28	$20	$31

Although fewer jukeboxes were purchased and they make up less of the equipment on location, weekly gross collections continued to rise. In 1986 collections were $55, in 1987 that number was up 25% to a whopping $69 per week. Part of that increase can surely be traced to the higher collections reported in compact disc and video jukeboxes, although their numbers are not high. Only about 12% of the 36% of the operator population who operate jukeboxes reported buying compact disc boxes. However, they reported an average of $128 per week from them. About half that number reported operating video jukeboxes but they also reported collections over $125 per week. Even though there were slightly fewer jukeboxes purchased, in 1988 the industry is promoting the jukebox, including a national jukebox week, in conjunction with the jukebox's 100th anniversary. Customer awareness and elaborate promotions could serve to nudge the collections and purchases of phonographs up in 1988.

But we should keep in mind that the jukebox license fee rose 26% from $50 to $63. Since the inception of the compulsory license fee in 1978, as the fee rises, many marginal locations are dropped from the operators' location rosters. In 1987, 42% claimed they knew of operators operating unlicensed jukeboxes, while 58% said they don't. In 1986, only 25% said they knew of someone operating unlicensed jukeboxes, 75% said they knew of no operators operating unlicensed boxes. Ironically, a lower license fee was promised if there was a specified number of jukeboxes registered. Unfortunately, that number fell short. Our survey indicates that there are 197,000 jukeboxes on locations. However, under 100,000 were registered in 1987. The performing rights societies extended the time period in which operators could license their boxes. The number is still short of what is needed to get the expected rebate of $13 to reduce the fee to $50 once again.

NEW GAME PURCHASES

GAMES	1987	1986
Videos	225,000	173,000
Pinballs	18,000	28,000
Jukeboxes	13,000	14,000
Pool Tables	13,000	12,000
Merchandisers	7,000	10,000
Dart Games	12,000	8,000

There was a trend towards interactive games such as skee-ball, foosball, air hockey, and shuffleboards and collections agree, all types recorded increases in weekly collections. Foosball was up 12% to $28 per week; shuffleboard collections were up a hefty 45% from 1985, the last figure available; and pool remained steady at around $60 per week.

OPERATOR POPULATION (%) BY NUMBER OF ARCADE LOCATIONS

# LOC	1987	1986
1 - 2	57.1	60.1
3 - 5	20.3	26.6
6 - 10	11.9	7.5
11 - 20	5.9	3.5
OVER 21	4.8	2.3

CONDITIONS OF LOCAL ECONOMY

	1987	1986
Improved	28.8%	26.5%
Worsened	24.2%	35.8%
Same	47.1%	37.6%

And, of course, how could we forget condom machines. The AIDS epidemic caused people to start looking for ways to have safe sex and the surgeon general cautioned Americans that one way was to use condoms. Though developed primarily as a form of birth control, the product made headlines as the new detriment for AIDS. New condom machines and new companies flooded the market looking to operators as the perfect vehicle for placing these machines in their locations. However, it seems supply far exceeds the demand. Only a handful of operators, 8% said they operate condom machines. A weighty number, 75% said they don't operate them and do not expect to. That left 17% that said although they don't operate condom machines, they are considering it. In 1986, Play Meter ran 151 new product releases in the magazine and none were for condom machines. However, in 1987, there were 194 new product releases, 10% of which were condom machines.

Nearly half of the amusement and music operators operate no vending equipment. However, the number of those operating cigarette machines has jumped from 29% in 1986 to 32% in 1987. There was also an 8% increase in the number of operators citing their local distributors as the primary source of *new* games; 64% in 1986 and 72% in 1987. Over the year there was talk about manufacturers being more strict on distributors selling out of territories. Rowe, in fact, as a prerequisite for distributing its product, had distributors sign an agreement that called for action if distributors sold out of their territories. It would seem that operators are reaffirming their confidence in their local distributors, again. Although 28% of operators rely on other operators for used games, in 1987 41% compared to 34% in 1986 reported their local distributor as the primary source for *used* equipment. This again illustrates the bonding of the relationship between operator and local distributor.

Operator population

While the operator population grew a bit in 1987, surveys indicate that more than 40% have been in the business more than 15 years, and 38% have been in the industry over five years. Compare this to the boom years when nearly 61% of the operator population had less than three years in the business.

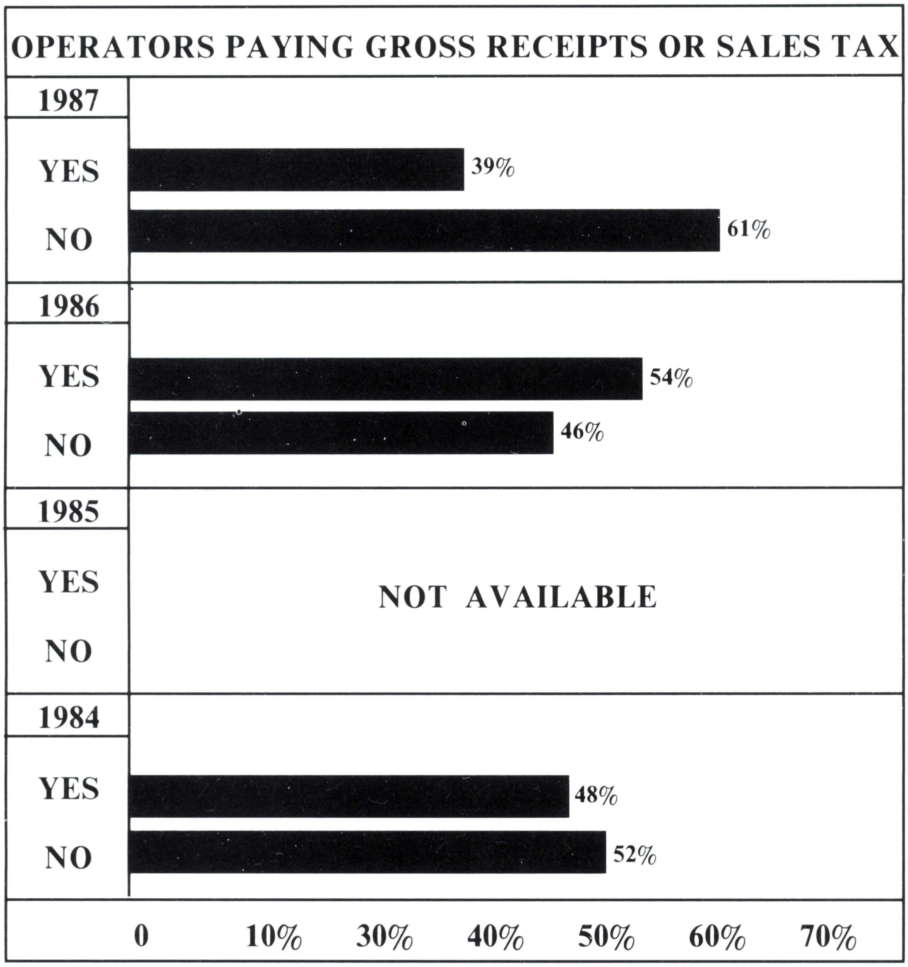
Not only is the average operator able to boast more years of experience, he is also becoming more professional and organized. In 1987, more than half of the operator population was using a computer. This represents a 19% increase from 1986 of operators using computers.

PARALLEL GAMES BY % OF OPERATORS

	OPER %
Considered illegal	23
Consider legal	41
Undecided	36

USE OF COMPUTERS BY % OF OPERATORS

	OPER %
Yes	51
No/don't plan to	21
No/considering it	28


OPERATORS PAYING GROSS RECEIPTS OR SALES TAX

EQUIPMENT TYPES AS PERCENTAGES OF GAMES ON LOCATION

GAMES	1987	1986
Videos	72	65.2
Pinballs	7.7	10.3
Jukeboxes	6.2	8.6
Pool Tables	3.4	5.7
Merchandisers	3.7	2.9
Dart Games	3.1	2.6

AVERAGE ANNUAL MACHINE-LICENSE FEE

$$$	OPER %
1 - 20	26.7
21 - 35	21.6
36 - 50	28.4
51 - 100	14.1
101 - 350	8.4
351 - 700	.8

Also worth noting is that another 28% said they are considering a computer in their businesses. Of the percent of operators using a computer, 20% are using a route management system program designed specifically for the coin-op industry and are satisfied with it. Another 7% are using a route management system designed for the industry but are not satisfied.

The majority of operators reported that the economy in their area had remained about the same as the year before. However, 29% reported that the local economy had improved significantly. A mere 14% reported that it had gotten worse. In 1986 nearly 36% reported that local economy had gotten worse. The improving local economy could account for the slight rise in operators over 1987. Close to 15% reported their competition decreasing, compared to 1986's 33% reporting decreasing competition. Though the current number of operators, 4,700, seems paltry compared to the high of 12,000 during the video boom, this number seems to be more the norm. Even though there was a slight increase in 1987, there should not be a marked increase in operator population in 1988.

A very encouraging figure indicates that operators are garnering a larger share of the profit pie in dealing with commissions with locations. In 1983, 17% of the operators reported their share of collections as less than 50%. In 1986 just under 3% were claiming to receive under 50%. And in 1987, just at 1% of the operators reported receiving less than 50%. But in 1987, 18% reported their share as over 50%, while 81% reported they were getting the traditional 50/50 commission split. Some of the new types of equipment (video jukeboxes, compact disc phonographs, and high-cost dedicated games) may help operators make the transition to higher commission shares. About 12% of the operators responding said they establish a minimum, the average being about $35 per week. Even fewer, under 1%, collect a location fee. About 10% of the operator population regularly makes location loans, while an additional 35% report making them but rarely; 54% said they never make location loans.

The issue of parallel imports has been an urgent one. Most operators unanimously agree that copied games are illegal, while even the most staunch anti-copied games advocates don't believe that parallel imports are illegal. In fact, 41% of the operator population believes that parallel imports are legal while 36% are undecided. That leaves a mere 23% of the operator population believing that parallel imports are illegal. And even though this issue of parallel imports is being tackled by AAMA and AMOA in one way or another, only 38% of operators belong to the operator association, Amusement and Music Operators Association, and only 40% belong to their state associations. As operators become more professional and realize the impact they have on their industry, these numbers should rise.

In 1987, 33% of the operator population said they were more confident in the industry than the previous year. Only 10% said they were less confident, and 57% said they felt about the same.

FREQUENCY OF COLLECTIONS BY % OF OPERATORS

HOW OFTEN	OPER %
Several times/week	6.5
Once/week	58.8
Every 2 weeks	30.7
Once/month	3.9

OPERATORS USING CONTRACTS BY %

	OPER %
Never	36.6
Sometimes	49.3
Always	14.1

OPERATORS MAKING LOCATION LOANS BY %

	OPER %
Never	54
Rarely	35
Regularly	10

YEARS IN BUSINESS

YEARS	OPER %
1 - 5	20.0
6 - 10	27.7
11 - 15	11.6
OVER 15	40.0

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TECHNICAL TOPICS

Helpful hints

By Arthur Palter and Crew at Woburn Vending

1. Atari Joysticks:

PROBLEM: The screws that secure the switches in place can no longer be tightened properly due to the plastic being stripped.

SOLUTION: This can be remedied by drilling a 3/32 hole through the housing exactly where the original screw goes. Then replace the original screw with a 4-40 1 1/4-inch machine screw. Be careful not to over-tighten or you will be faced with the problem all over again. If desired, a 1 1/2-inch X 4-40 screw can be used and a 4-40 keep-nut put on the end to permanently lay this problem to rest.

2. Crane Percentaging:

PROBLEM: You encounter a claw that, for some reason, won't give you enough grip to pick up the merchandise.

SOLUTION: You can increase the win rate by putting pinball shooter rod plunger tips on one or two, or even three of the claw tips. I would only do this after making all the normal mechanical or potentiometer adjustments.

3. Bally Pins:

PROBLEM: You have a Bally pinball machine that has a loose sling shoot and flipper brackets.

SOLUTION: By keeping a small box of wooden matches, the type that many restaurants use, and some 1/2 X #10 sheet metal screws in your tool box, you can finally do field repairs for this annoying problem without the fear of it repeating itself for many dollars worth of play. Simply place one or two pieces of match in the old hole and replace the old screw with the #10 X 1/2 screw. You should be able to tighten this screw without stripping the wood as was the case when the same #8 screw was used with a filler.

4. Williams *Fire* Pinball:

PROBLEM: The right ramp does not rest on the playfield in the down position.

SOLUTION: This is corrected by removing the ramp completely (you must remove the sidewalls to do this.) Put a slight bend in the slot (under the ramp) where the arm rides. You may also have to file to elongate the slot in the left ramp wall so as to allow the arm to bottom out in the correct spot.

SEGA SERVICE BULLETIN

PROBLEM: Clarifying adjustments of position sensor potentiometers for roll and pitch on *After Burner.*

SOLUTION: Procedure--Rolling Adjustment (Left/Right). You may refer to pages 16-17 of the owners manual for pictures and general information.

1. VR Adjustment (Potentiometer): Put game in motor test. Pressing the trigger switch, move the stick right and left to physically center the gondola (seat). This can be done visually or with a level, at this time, adjust the right and left potentiometer to obtain a motor position value of 80. (To make major adjustments, loosen screw "A" and turn VR gear. To make minor adjustments loosen screw "B" and pivot fear "B" left and right.)

2. Limit Switch Adjustment: *After* completing VR adjustment, press the trigger switch while turning stick to the left. Continue left until a right and left value of 40 is reached. Adjust the left limit switch so that it is just closing at this time. (Represented by the "O" that represents the left switch turning to a "1"). Next, while pressing the trigger switch turn stick to the right. Continue right until a right and left value of CO is reached. Adjust right limit switch until it is just closed at this time. Your right left adjustments are now complete.

Procedure--Pitching Adjustments (Up/Down). You may refer to pages 18-19 of owners manual for pictures and general information.

1. VR Adjustment (Potentiometer): While pressing trigger switch, move the stick up or down putting the cabinet in a physically centered position. This can be done with a level or visually. At this time, adjust up and down potentiometer to obtain an up and down motor position value of 80. (Pot adjustments made in the same manner as the left and right pot). This adjustment must be made before limit switch adjustments are attempted.

2. Limit switch adjustment. Set motor power level to 05 (selected by start switch). Press trigger switch and pull the stick towards you. Continue up until the up and down value reaches 30. Adjust up limit switch until it is just closing at this time. Press trigger switch and move stick away from you. Continue down with the cabinet until an up and down value of DO is reached. Adjust down limit switch until it is just closing at this time. This completes the adjustments.

All *After Burner* units

All handle grip assembly screws may require locktite. Due to the "stick shaker" in the upright and the vibration of the handle during game play in all units, be sure all nine handle screws are locktited.

Early production units may or may not be locktited at the factory. Please check all units immediately. Use blue locktite only.

PLAYER'S PICKS

The Best of the AMOA, Part II

by Steve Harris

Last month, we focused on several outstanding games at the show. They were awarded the U.S. National Video Game Team's "Best of Show" honors. The recipients (Taito's *Operation Wolf*, Atari's *Pac-Mania*, Leland's *Quarterback*, Sega's *Heavyweight Champ*, and Williams' *Big Guns*) each displayed superior play value and masterful execution.

But there were several other games that display enough game play and profit potential to warrant further attention.

Romstar's *Tiger Road*

Hot on the heels of the current Romstar hit, *Black Tiger*, comes *Tiger Road*, a game that's filled with enormous variety and intense game play.

The action is once again set in a mythical land inhabited by some of the meanest characters ever seen in a video game. The interactive storyline leads the player through four separate levels (each containing many individual rooms), each retaining a common goal of finding the exit to the next world and escaping. The game play does not remain constant from round to round, however, and the player must master several methods of travel including flying and jumping. The multiple scenes break up the action perfectly and add a certain spice to the game.

The entire world of *Tiger Road* is rendered in colorful hues that bring the game to life. The graphics and animation are equal to those of *Black Tiger*, surpassing most other similar fare. The background visuals are also exciting, painted out in many different shades and tones that create the depth and perspective that is missing in most other fighting and jumping adventure games.

The large cast of opponents are also drawn in great detail, animated with personality and movement that gives each of the characters tremendous life. The creatures are displayed in multiple colors and are even shaded to add to the realism!

Sound effects and a fast-paced musical score provide much of the background for *Tiger Road*. A combination of audio tracks are played in time with the action, adding real depth to the outstanding game play.

Romstar has clearly chosen another great and in the kit format, *Tiger Road* is a definite winner. The U.S. National Video Game Team gave no awards at the show for "Best Conversion Kit," but if they had you can bet that *Tiger Road* would have been a definite contender!

Data East's *Laser War*

Debuted at ACME '87, a more refined and perfected *Laser War* greeted visitors at the AMOA.

Loosely based on the *Laser Tag* light gun game that became an instant sensation around Christmas time of last year, *Laser War* invites players to a mock battle set to pinball. *Laser War* is a fantastic extravaganza of sights and sounds; boasting numerous targets, a well-placed ramp shot, and multi-ball play that sends the unit into a frenzy of light and music.

Within the laser tag motif, the player must eliminate opponents on three teams (targets) before overrunning their bases (ball locks). Meanwhile, an ion cannon ramp shot raises the bonus score and a score changeover, guarded by three strategically placed thumper bumpers, increases bonus multiplier, and awards extra ball when lit.

Everything plays just right in Data East's first pinball attempt. The flippers are some of the strongest ever seen, and ad copy claims that the mechanisms can crush walnuts are probably true! The flippers give the player complete control over the playfield, no matter where the shot may be.

The game is complimented by terrific musical scores and out of this world sound effects that really bring the battle to life. Everything is produced in stereo and is appropriate for the setting. Get multi-ball play and you will really appreciate the clarity.

The playfield is a wash of color and light. Everything emanates from a simple point on the playfield, setting up a number of interesting light routines. The playfield artwork blends in nicely with the flashes, and even includes a raised ion cannon that receives balls that are sent up the ramp. The backglass art is rendered onto the now popular photoplastic, setting the mood for play with a depiction of a laser war in progress.

Data East and the design team are to be commended for this first effort. *Laser War* stands out as a superior machine, complete with all of the features and play incentives gaming enthusiasts desire. Data East has put together a package that thrives on spectacle, but doesn't sacrifice game play. If *Laser War* is any indication of the quality and integrity we can expect from Data East Pinball, then we should all be prepared for a new generation of pin games! *Laser War* is a thumbs-up winner!

Arcadia's *Aaargh!*

Arcadia is a new kid on the block, a subsidiary of the software giant Mastertronics. Arcadia made a tremendous splash at its first national trade show by displaying a number of interesting products. In addition to unveiling a new multi-game unit that is somewhat similar to the Nintendo Play Choice-10 (except for the expanded memory of the games), Arcadia kicked off another single game system with a unique and highly playable offering called *Aaargh!*.

Aaargh! is a medieval fantasy that pits two destructive monsters against a number of villages in a variety of settings. The one- or two-player simultaneous action features a Godzilla-look-alike as well as a giant cyclops that are controlled by the player.

The action is simple, yet addictive. Guiding the monsters to various portions of each of the villages, the player can smash stone monuments, burn down huts, and actually bend down, grab the tiny humans who scurry about, and gobble them down. Players can work together in rampaging the villages, or against each other, competing for the food and point awards that are hidden under various items.

The animation of *Aaargh!* is truly amazing, boasting some of the sharpest and most detailed graphics in this type of game. The backgrounds are rich and colorful, while the main characters are spirited and finely drawn. The animation is so precise that actual expressions are achieved on the monsters, adding humor while making the game even more involving and interactive.

The music and sound quality is equally outstanding, with a thump-thump-thump heartbeat creating an eerie atmosphere to the game. The other smashing and burning effects are executed well, and the vocal embellishments (such as the "people..." phrases used whenever one of the player's monsters gulps down a helpless human) increase the overall fun of the game as well as its appeal.

Aaargh! is a terrific first effort from Arcadia that surpasses many of the more talked about products that were displayed at the AMOA. Its original theme and involving game play are sure to attract players, while the buy-in features and multi-player options are guaranteed to keep them there. As it stood at the show, *Aaargh!* had all of the proven features that attract players, wrapped up in an original storyline. But with the final bit of tweaking that was promised, *Aaargh!* could turn out to be an even bigger hit. *Aaargh!* and Arcadia show a lot of promise and are definitely worth investigating more closely.

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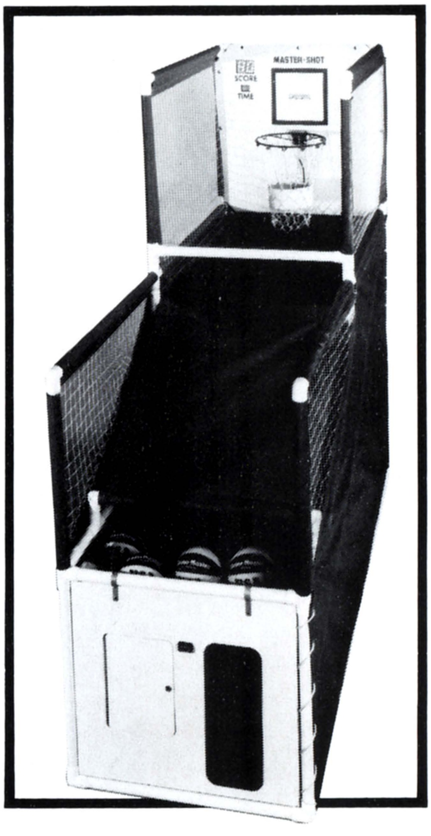


CERTAIN BURTON

TOP THREE MERCHANDISE ITEMS DISCUSSED EACH MONTH

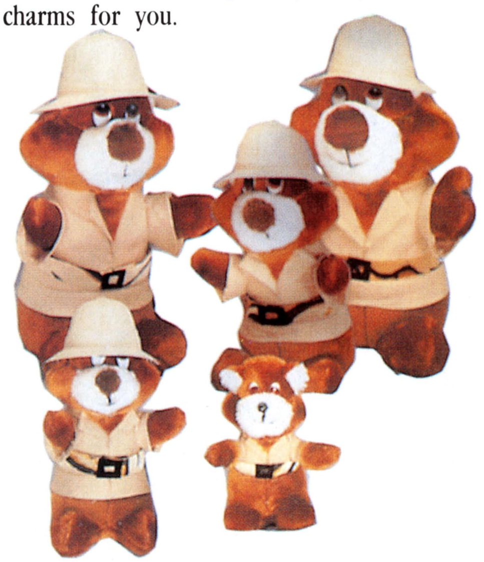
By Frank 'The Crank' Seninsky

CURRENT MARKET
CERTAIN BURTON

By Frank 'The Crank' Seninsky

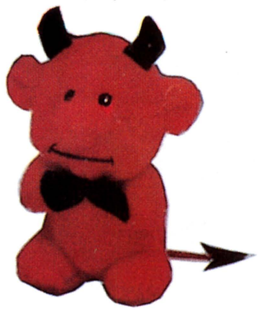
Safari, So Good!

We have gotten some compliments from operators on this column by Frank Seninsky. Operators have been stocking cranes now for quite awhile and these are just a few favorites that may be just what you are looking for to add sparkle to your machines. Bears never go out of style, but some are just plain cuter than most anything else. One look and it's easy to see why these Safari Bears are going to be on many lists of must-have items. Of course, the Little Red Devil is adorable, too! And for those who are venturing into jewelry, here's some sterling silver charms for you.



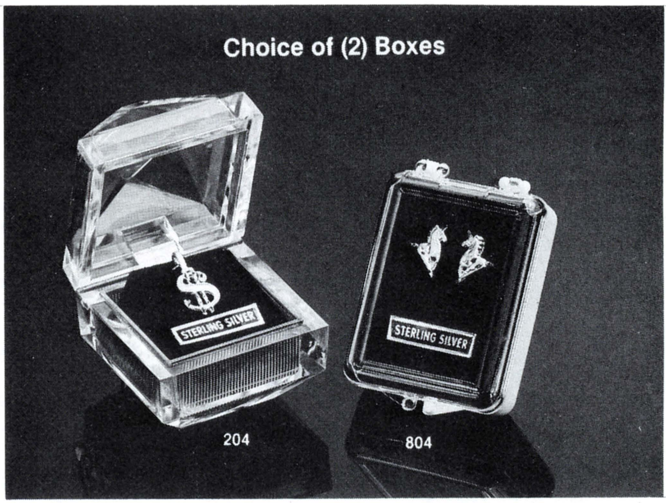
1. "Safari Bear" A1092, size: 7 inches, 12DZ pack 14.40/DZ Contact: Ace Novelty Co., Los Angeles, CA 800-421-4226

The Safari Bear is suited up in a hunting outfit. He is always ready to hunt or to defend against crane players who try to haunt him. Also comes in larger sizes (9"/11"/14"/16") for larger cranes or tradeups.



2. "Little Red Devil" 7597/28, size: 7 inches, 6DZ pack 15.60/DZ (Better pricing for lots of 12DZ or 24DZ.) Contact: Acme Premium Supply Corp., St. Louis, MO 800-325-7888

With a black tail, bow tie, and horns, this devil is so cute it is hard to believe he is so naughty.



3. "Diamond Cut Sterling Silver Charms," 6.00/DZ-33.00/DZ Contact: Bonita Marie Co., Toms River, NJ 201-349-1994

Bonita Marie offers a variety of charms, made with real sterling and cut with diamonds. Jewelry is another good hard item for the crane. Bonita packages each charm in a self sealing capsule. The capsule bulk loads easily into the crane, is see through, and meets crane merchandising specifications. Some of my favorites include P221 MOM $2.25/pc, 392 MOON WITH STAR $2.00/pc, and 486 HEART $2.00/pc.

Annual Sweetheart Day Delights

With Valentine's Day just over the horizon, operators may want to start ordering now for an occasion that prompts gifting to sweethearts of all ages.

1."Diminutive Animals" 30034 Lion/Tiger, 30037 Elephant, Donkey/Mouse/Owl, and 30044 Dalmatian: 7 inches, 6DZ pack 19.80/DZ. Contact: Nancy Sales Co., Inc., Chelses, MA 800-626-2947/617-884-1700.

These are just three SKU's in a series that consists of 14 items, representing 26 different animals. All are soft, huggable, and of giftware quality. A combination of any 10 cases from this series reduces the price to 18.00 DZ.

2. "Satin Heart Bears" A1803: 7 inches, 6DZ pack 16.80/DZ. Contact: Ace Novelty Co., Inc., Bellevue, WA 800-426-0076/206-644-1820.

The Satin Heart Bears come in either blue or pink. Each plush bear is holding a red satin heart. The heart contains a pattern of little white hearts on it. In addition, the surface on the feet and the lining inside the ears is white satin with little red hearts on it. A great Valentine's item.

3. "110 Mini Camera" 923-109: 18DZ pack 19.20/DZ. Contact: Dan Brechner, Floral Park, NY; 800-645-8142/516-437-8400.

The camera is just slightly bigger than the film. It comes with film in a display box and has a key chain attachment for carrying purposes. Players will not be upset if they lose it; they will just come back and try to win another.

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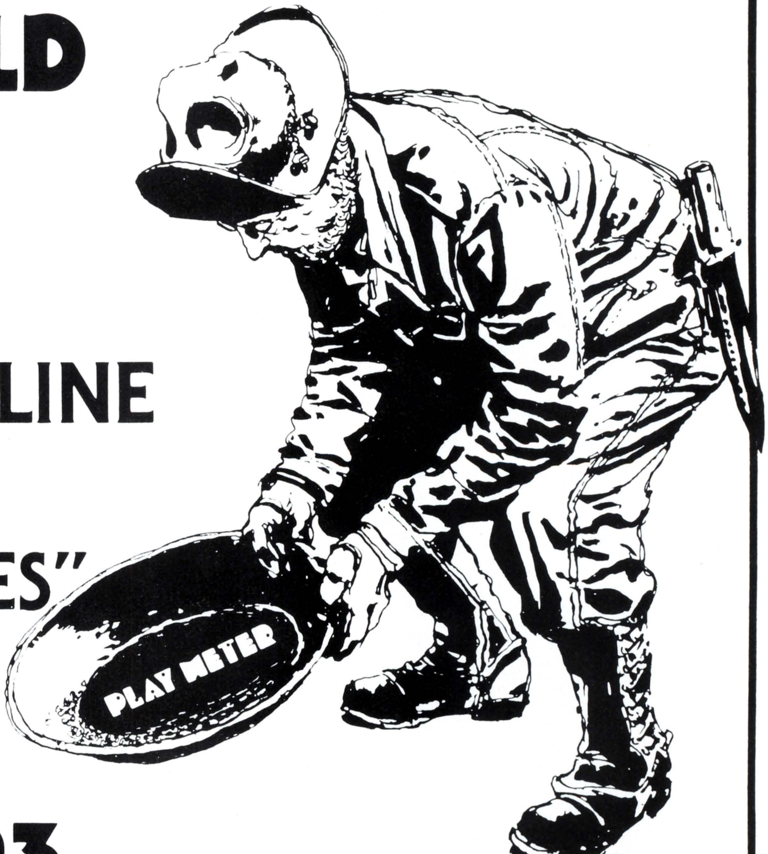


NEW PRODUCTS

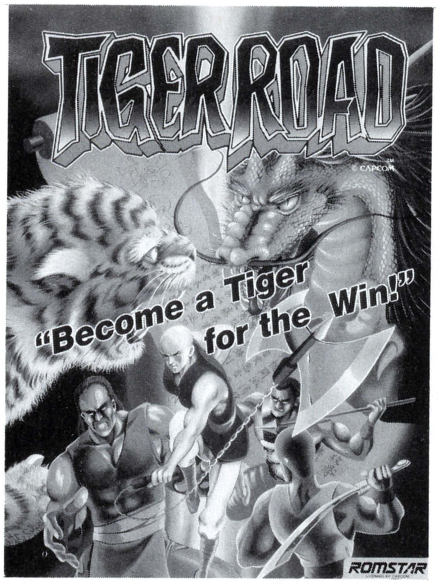
GTC-100

Universal Cabinet

Taito America has developed the *GTC-100 Universal Cabinet*, a new system for video conversions that features a power drawer, swing-down monitor that can be horizontal or vertical, and three separate control panels.

The *GTC-100*'s easy access front drawer means quick installation of any video hardware system with the Taito universal interface harness. The swing-down monitor means servicing from the front of the cabinet using only two thumb screws. The monitor can be rotated into the desired position for horizontal or vertical games. Included in the cabinet package are controls for one player games, two player games, and those with trac ball controls.

For more information, or distributor referral, write Taito America Corp., 660 Wheeling Road, Wheeling, IL 60090; (312) 520-9280.



Tiger Road

Romstar introduces another new kit, *Tiger Road*, that transforms the player into a daring young man who embarks on a mission of mercy to free kidnapped children.

Weapons at the player's disposal include chains and a sickle to attack in circles, a spear for side to side defense, and a snake weapon that attacks in a curving motion.

The player must clear four stages and destroy the enemy at the end of each one. A special magical jacket allows him to jump and fly around his adversaries. The game is licensed from Capcom and is a universal upright conversion kit for horizontal monitors.

For more information, or distributor referral, write Romstar, 3043 Kashiwa St., Torrance, CA 90505; (213) 539-2744.

Grabb 'Em

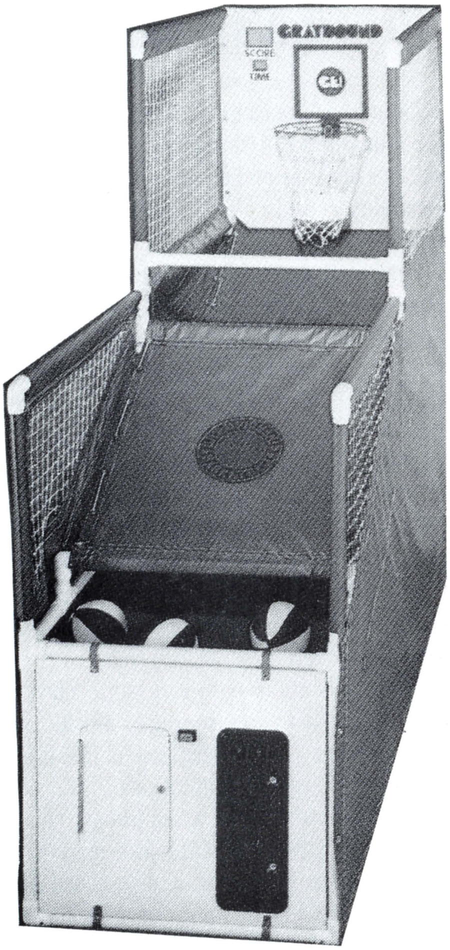
Golden Touch Manufacturing has designed a new single upright crane, *Grabb 'Em*, that features joystick control, adjustable claw, lighted marquee, plywood cabinet construction, and plexiglass viewing area.

Grabb 'Em has a rounded look and clear panels all around the viewing area for best product display. Of special note is the side door storage and pull-out drawer that contains all the electrical components.

The crane is made in the U.S. and can be obtained with optional red flashing win light and bell and optional validator. There's a one-year warranty on all parts. Game play can be set for 25 cents, 50 cents, or $1.

In the coming months the company plans to introduce a countertop game, wall unit, and basketball game.

For more information, write Golden Touch Manufacturing, 6399 142nd Ave. N., Suite 116, Clearwater, FL 34620; (813) 530-5445.



Championship Basketball

Grayhound Electronics introduces an easy-to-assemble basketball game, *Championship Basketball*, that features free game point setting and adjustable playing time.

Unit dimensions for *Championship Basketball* are 8 feet long x 8 feet high x 3 feet wide. It is especially appropriate for bar and restaurant locations and appeals to both men and women; also children of all ages.

Other features include music enhancement, spotlight control for dark locations, and high score display. Dollar bill acceptors and ticket dispensers are optional.

For more information, or distributor referral, write Grayhound Electronics, Inc., Rt. 37 & Germania Station Road, Toms River, NJ 08753; 800/222-0491. In New Jersey call (201) 341-5200.

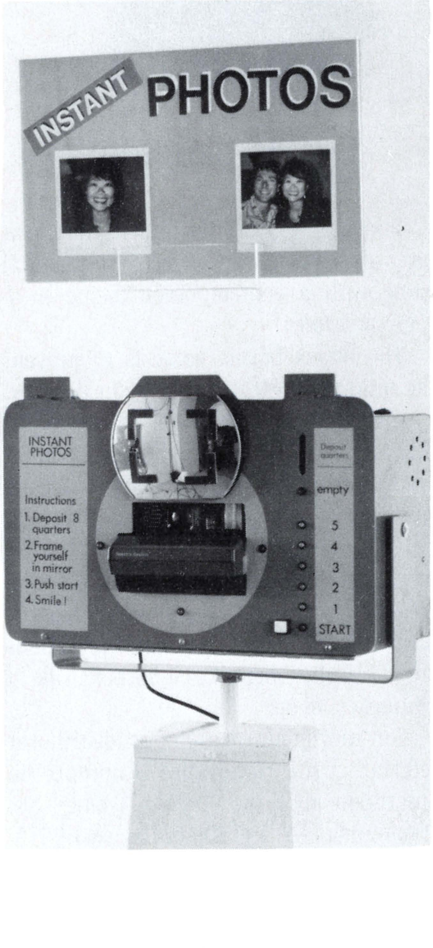
Instant Photo Fun Machine

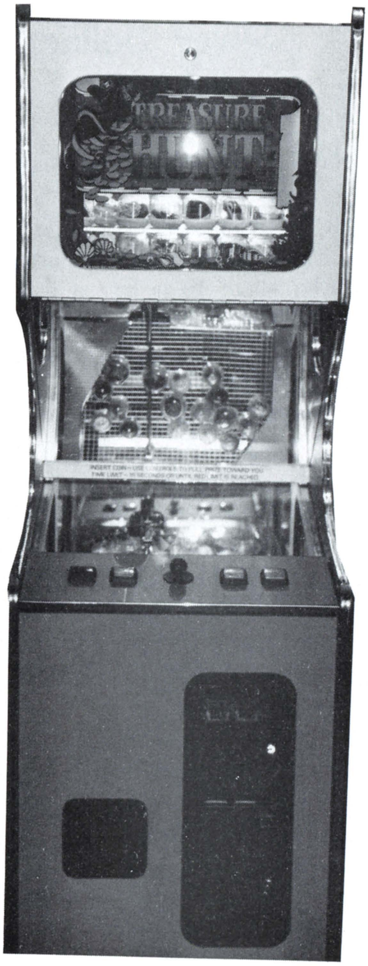
Photo Vend International presents the *Instant Photo Fun Machine* that vends an instant single or group portrait.

Instant Photo Fun Machine uses the advanced Polaroid Spectra System camera that delivers a 35 mm quality picture instantly. The unit is available as a free standing pedestal model, wall mount, or countertop. It is totally self-vending.

Features include a self-framing and aiming system, clear voice instructions, and a counter. The cabinet is constructed of heavy duty steel with a washable, scratch-resistant finish. The front loading panel allows for simple film replacement, and there's double hasp lock protection with a separate locking coin box. Each machine comes with a one-year limited warranty.

For more information, write Photo Vend International, Inc., 3632 Military Ave., Los Angeles, CA 90034; (213) 204-0384.





Treasure Hunt

Kramer Manufacturing introduces *Treasure Hunt*, a challenging skill game available in two different models suitable for either arcade or street locations.

Players hunt for prizes on a constantly moving playfield and try to push the prize into the prize drop. Mirrored bands on the field keep the prizes moving and add sparkle to the game. Whenever a prize is won, a new one is automatically dispensed onto the playfield, saving time spent in reloading.

Kramer also offers prize selection packages appropriate for *Treasure Hunt*; just call 800/GAMEPAK. The game is being manufactured under license from Wedges/Ledges of California, Inc.

For more information, or distributor referral, write Kramer Manufacturing Co., Inc., 1100 Towbin Ave., Lakewood, NJ 08701; 800/631-2126. In New Jersey call (201) 367-7810.

Silver Dollar Saloon

Johnston Products has combined its long proven gun games with a candy vendor to create *Silver Dollar Saloon,* a bulk vendor with extra excitement.

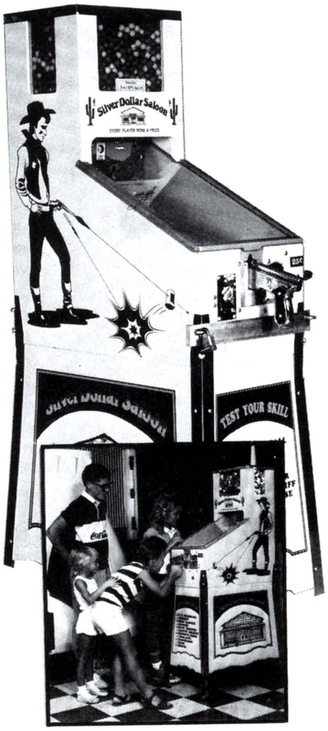
Players shoot 10 pellets at a moving outlaw to score a rating from tenderfoot to vigilante and all the way up to U.S. Marshall.

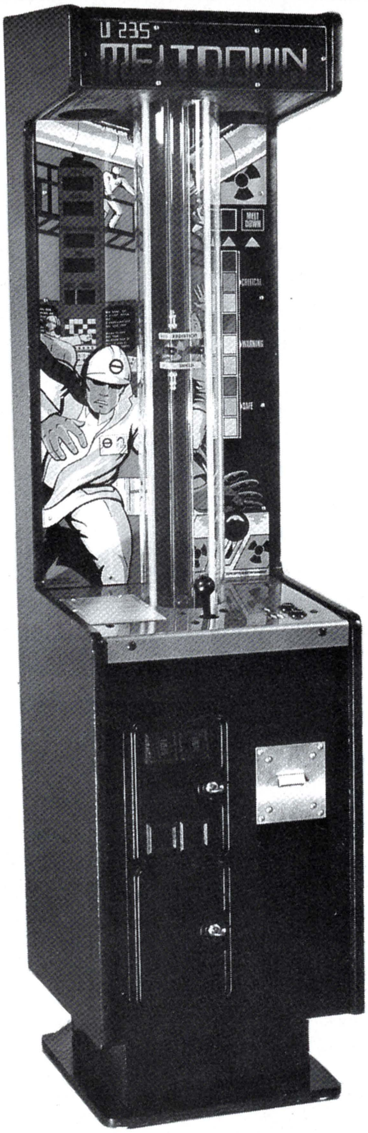
Silver Dollar Saloon features rugged cabinet construction, 600 degree tempered safety glass, optional security lock, and a product hopper that holds candy balls, gumballs, superballs, or toys.

The gun is all mechanical with a low noise level. The upper cabinet holds one case of precounted product. Custom made speckled candy is available for giveaway promotions.

The game is suitable for pizza restaurants, ice cream parlours, roller rinks, bowling centers, groceries, discount stores, convenience stores, tourist parks, theatre lobbies, and other locations. The unit has a 90 day warranty. A low-cost service contract is available.

For more information, or distributor referral, write Johnston Products, 627 15th Ave., East Moline, IL 61244; 800/447-6768.





U 235 Meltdown

Innovative Concepts in Entertainment has developed an electro-mechanical game with a contemporary theme in *U 235 Meltdown.*

The object of the game is to prevent the ultimate nuclear power plant disaster. *U 235 Meltdown* features a computer activated, randomly moving target (radiation shield) and pneumatically controlled ball (nuclear fuel).

The one-or two-player game has a front access system for easy service and creative, long-lasting neon light scheme. A ticket dispenser is optional. Dimensions are 77 inches high x 19 inches wide x 19 inches deep.

For more information, or distributor referral, write Innovative Concepts in Entertainment, Inc., 590 Young St., Tonawanda, NY 14150; (716) 693-9535.

Kiddie Rides

Rainbow Amusement Rides introduces six kiddie rides with ride bodies that can be easily interchanged for greater flexibility and less movement of equipment.

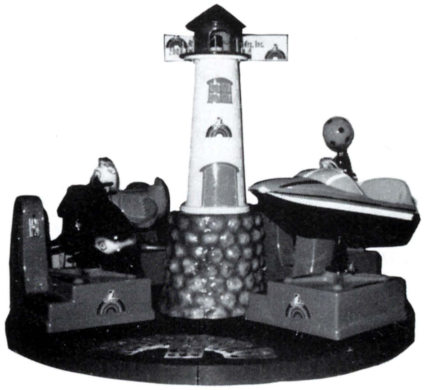
Included are a sleek Ferrari race car, pastel-colored speed boat, and four animal rides (a floppy-eared rabbit, unicorn, dolphin, and happy lion) especially designed to appeal to the two-to five-year-old child.

Special features include UL approved motors, total belt driven movement, two shear pins to prevent damage to both motor and shaft, a thicker and stronger shaft, fiberglass bodies with baked on enamel colors and protective coating for long wear and easy refurbishing.

The rides come with a cassette player and tapes with appropriate music or sound. Tapes can be changed to tie into seasons or special promotions.

Rainbow also has a lighthouse and pedestal mounted on an 11 foot diameter carpeted base for use in mall operations.

For more information, or distributor referral, write Rainbow Amusement Rides of Brooklyn, 114 Roseville Road, Westport, CT 06880; (203) 454-2179.



ROMSTAR
TOP SPEED
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NITRO

TWIN COBRA™

Top Speed Twin Cobra

Romstar debuts *Top Speed*, its first dedicated upright driving game; and *Twin Cobra*, a two-player, combat theme universal upright conversion kit for vertical monitors.

Top Speed features an on-screen red Mazda RX7 sports car that players take through its paces while traveling through 10 scenes in cities and on the open road.

Twin Cobra takes the player over jungle terrain and ocean battle seaports in an armored helicopter and provides him with special hyper weapons and conventional missiles to destroy all enemy air and ground targets.

Special features include 16 bit technology and continuation play. The game is licensed from Taito America.

For more information, or distributor referral, write Romstar, Inc., 3043 Kashiwa St., Torrance, CA 90505; (213) 539-2744.

Smart Guard

Smart Industries has started shipping its *Smart Guard* condom dispensing machines that feature unobtrusive locks for greater security.

Smart Guard units are constructed of heavy gauge stainless steel with a durable coin mechanism that can be easily changed on location from 25 cents up to $2 in seconds. When the machine is empty it will not accept any quarters.

The coin holding box is large and machine loading is quick and simple. The single vend *Smart Guard* holds 168 condoms; the double vend holds up to 336 condoms.

The machine is stainless steel with maroon, white, and gold with black letters to appeal to both men and women. Condoms are also available from Smart, individually packaged or in cigarette packs that hold three.

For more information, write Smart Industries, 1926 Delaware Ave., Des Moines, IA 50317; 800/553-2442 or 800/248-5446; also (515) 265-9900.

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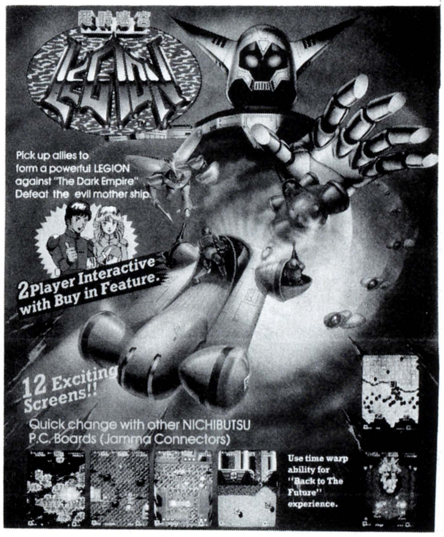
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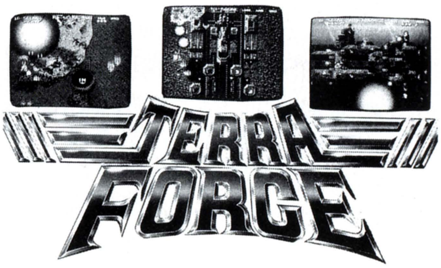
TERRA FORCE

Legion, Terra Force

Nichibutsu introduces a vertical monitor kit, *Legion*, and a horizontal monitor kit, *Terra Force*.

In *Legion* players can use time-warp ability for a "Back to the Future" experience. It's a two-player interactive game with buy-in feature.

Players pick up allies from a powerful Legion to help in their fight against the Dark Empire through 12 different screens. Controls include joystick, fire button, and time warp button.

Terra Force is a one-player spaceship combat game. The player can, at his own will, choose vertical or horizontal playfield scroll by launching a hyper-missile. Spaceships glide through six scenes, progressing to a final battle with a monster ship.

For more information, or distributor referral, write Nichibutsu USA Corp., 15737 S. Garfield Ave., Unit 18, Paramount, CA 90723; (213) 408-0515.

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PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. Deadline is one month before you want the ad placed(August ad must be in by July 1). Send ad orders and payment to : PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Jim Miller (504)488-7003.

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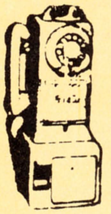

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THE CALENDAR

FEBRUARY 12 13 14

Minnesota Operators of Music and Amusements annual convention and trade show, Sheraton Park Place Hotel, Minneapolis, MN. Contact Hy Sandler (612)927-6662.

FEBRUARY 12 13 14

South Carolina Coin Operators Association annual convention and trade show, Radisson Hotel, Columbia, SC. Contact Helen Sikes (803)254-4444.

MARCH 11 12 13

American Coin Machine Expo (ACME) international trade show, Bally's Hotel, Reno, NV. Contact William T. Glasgow, Inc. (312)333-9292.

APRIL 8 9 10

New York State Coin Machine Association trade show, Turf Inn, Albany, NY. Contact Ann Kelley or Curtiss Matterson, (518)439-0981.

APRIL 15 16 17

National Automatic Merchandising Association western convention nd exhibit of vending and foodservice management, Anaheim Convention Center, Anaheim, CA. Contact NAMA, (312)346-0370.

APRIL 28 29 30

AMOA National Team Dart Tournament, Lake Geneva, WI. Contact AMOA (312)565-4602 or executive director of NDA, Joe Conway (414)263-2444.

APRIL 20 21 22 23 24

Florida Amusement and Vending Association annual convention and trade show, Omni International Hotel & Expo Center, Orlando, FL. Contact FAVA, (904)878-3134.

International Shows

FEBRUARY 1 2

Amusement Services Ireland (A.S.I.) trade show, Chimney Corner Hotel, Glengormley, outside Belfast.

FEBRUARY 16 17 18

Blackpool Amusements Exhibition, Winter Gardens and Opera House, Blackpool. Contact Kath Williamson, North West Exhibitions, Winter Gardens and Opera House, Church Street, Blackpool, FYI 3PL, Lancashire; Blackpool (0253)25252.

FEBRUARY 23 24 25

VAN Expo, Dutch amusement trade show, Amsterdam, Holland. Contact VAN(04103)3944.

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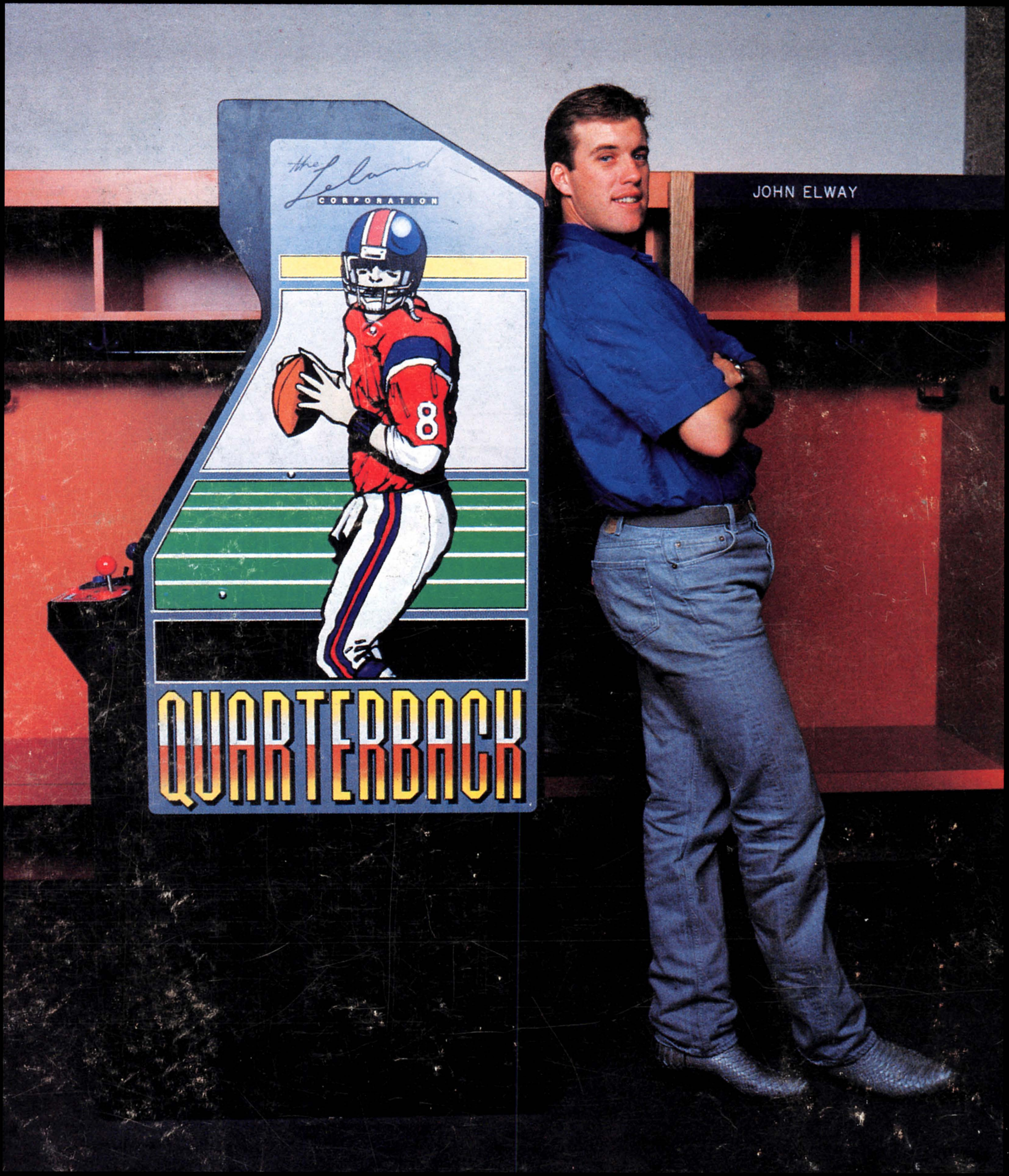
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